



Sponsor:  
ECO Chamber of Commerce and Industry

# ECO-CCI Business Rating Program September 2014, Karachi



Developer:

Intelligent Persian Corporation

[Rate.ECOCCI.org](http://Rate.ECOCCI.org)

National chambers be entrusted  
to provide due information of  
their members for due rating  
under the ECO BRP

Appointment of the Drafting Committee,  
October 2013, Tehran



# ECO-CCI BRP VISION STATEMENT

To become the most prominent rating agency in ECO member states that provides real-time verified information for the international businesspeople about the general status of the respective chambers' members



# ECO-CCI BRP MISSION STATEMENT

Distinguish reliable and profitable businesses from others, and as a result of that, improve and facilitate trade among the member states by introducing these businesses to each other through a web-based platform



- Create and develop an integrated online rating system
- Trade relations facilitation
- Provision of special privileges

objectives of the ECO BRP

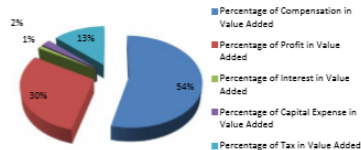


# Activities previously conducted in Iran

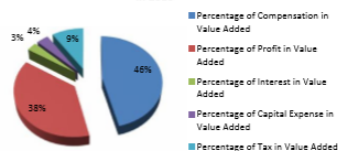
- Create a distinction between Iranian commerce card holders
- Reliable reference to privilege ranked card holders
- detailed report on managerial, financial and social responsibility
- Disclosure of the reports on the internet, R4B.ir
- A specialized monthly magazine
- database of the 38,000 Iranian companies
- database of the CEOs and members of the board
- Calculate the added value components and productivity indicators
- Calculation of financial ratios and profitability indicators



Percentage of components in Value Added in 2009



Percentage of components in Value Added in 2010



#### Sub Criterion 2.1. Value-Added Assessment

Value-Added Assessment						
Sub Criterion	Score			Max. score		
Process of growth and compared with industry averages and development programs	3			5		
The combination added value compared with industry Average	2			5		
Type of Company	Non-productive			Production		
Sub Criterion	2008	2009	2010	compare with the industry average	Score	Max. score
Added Value /output value	5656	2434	4343	higher than average	4	1
Total Scores				12		

#### Sub Criterion 2.2. Productivity Measure

Productivity Measures						
Sub Criterion	2008	2009	2010	compared with the industry average	Score	Max. score
Labor Cost Competitiveness (LCC) AV/LC	4.17	3.97	5.2	higher than average	2	2
Capital Productivity (CP) AV/FA	1.24	0.91	1.92	lower than average	2	2
Total Factor Productivity (TFP) AV/(αK+βL)	3.93	3.51	4.41	industry average ± 5%	2.1	3
Total Scores					7.1	8

#### Sub Criterion 2.3. Financial Ratios

Financial Ratios					
Sub Criterion	2008	2009	2010	Score	Max. score
Debt Ratio	0.69	0.67	0.59	0.7	1
Current Ratio	1.01	1.13	1.26	0.7	1
Financial, Administrative and Selling Expenses to Net Sale	0.2	0.2	0.21	0.7	1
Registered Capital to Total Liabilities Ratio		0.41		3	1
Total Scores				5.1	4

#### Sub Criterion 2.4. Profitability & Return on Assets (ROA)

Profitability & Return On Assets						
Sub Criterion	2008	2009	2010	compared with the industry average	Score	Max. score
Profitability	0.16	0.17	0.17	higher than average	1	1
Return On Assets (ROA)	0.75	0.54	0.84	industry average ± 5%	0.7	1
Receivables Collection Period	6.37	2.78	3.67	higher than average	1	1
Total Scores					2.7	3



Convergence Points and synergy  
areas among

# The Rating Agencies





- Lack of validated and authentic business information
- Lack of transparency
- Lack of proper understanding of other countries' trade mechanism
- Lack of proper understanding of the business capability of other member states
- How to collect information with no additional pressure on firms

# Existing Obstacles



# Proposals for the future activities

1. Document Reviews 2013-2014
2. Design and Develop the Model 2014-2015
3. Database- Website Design & Development 2014-2016
4. Pilot Implementation in Afghanistan & Tajikistan 2015-2016
5. Signing a MOU between the Secretariats and Executive Committee 2016-2017
6. Training 2016-2017
7. Implementation in ECO region members countries 2017-2018



2013-2014

- Document Reviews

2014-2015

- Design and Develop the Model

2014-2016

- Database- Website Design & Development

2015-2016

- Pilot Implementation in Afghanistan & Tajikistan

2016-2017

- Signing a MOU between the Secretariats and Executive Committee

2016-2017

- Training

2017-2018

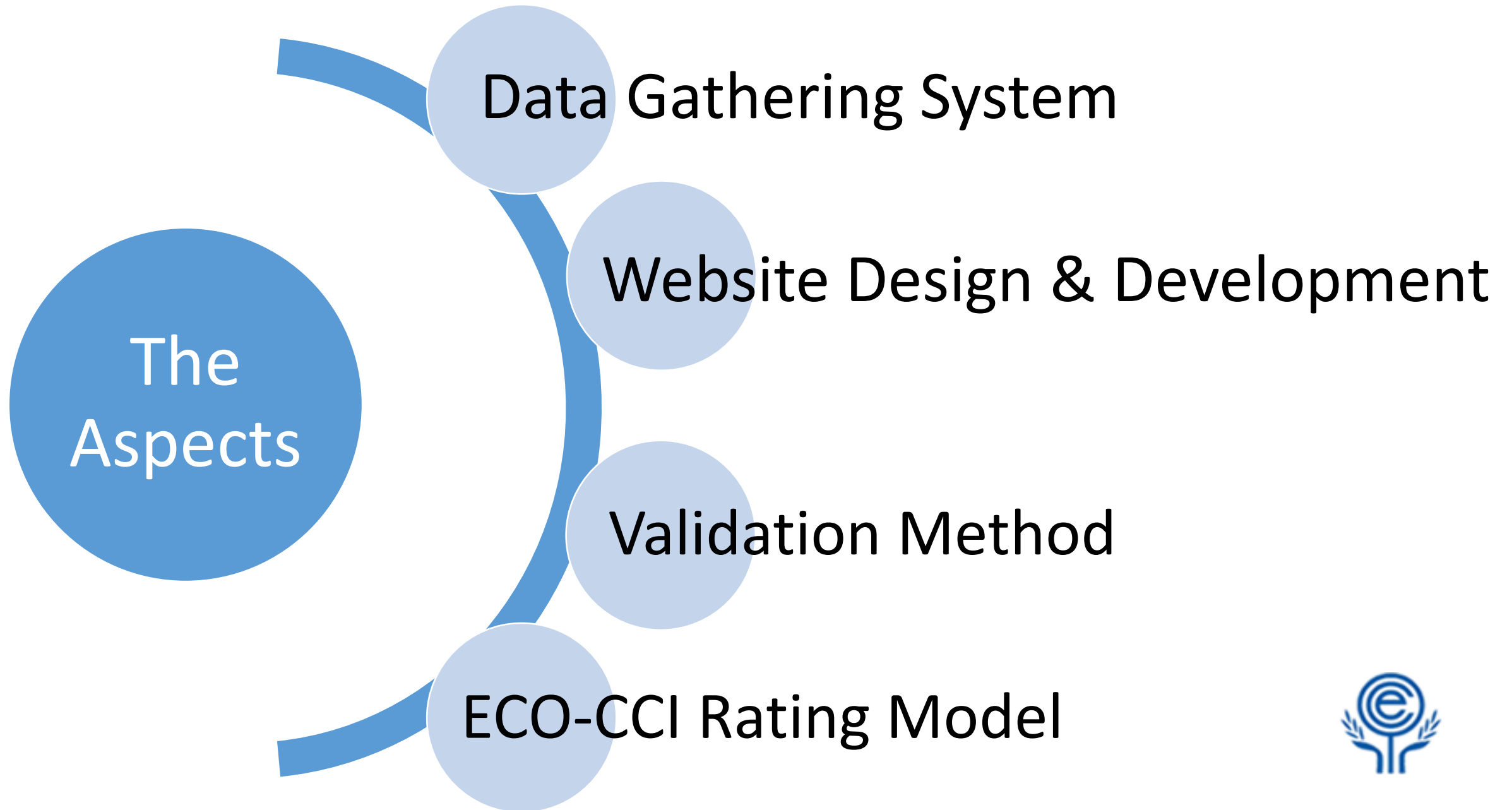
- Implementation in ECO region members countries



# Consideration of the Draft

- Show whose business is good and whose business is bad
- Company Comprehensive Capability Assessment
- Forecast each organization's performance by analyzing its fiscal trends
- Assess ability and willingness to pay debts
- Businesses, industries, sectors and their respective risks
- Publish reliable information







Free Online Registration

Upload Basic Information

Not Authenticated and not Validated

# Data Gathering System



# rate.ecocci.org

1-Company Profile

2-Management Board Members Information

3-Additional information

The screenshot shows the website's header with the logo and title "Rating For Bussiness in ECO Region". Below the header is a navigation bar with links: Home, About us, Member Countries, Company Profiles (highlighted), and Reports. A "Sign In" link is also present. The main content area features a search form with fields for Company Name, Activity Type, and Country (set to Iran). There are "Search" and "Reset" buttons. To the right of the search form, there is a text prompt "Type anything in Search textbox to search in all fields" and a "Click on any header to sort" instruction. Below the search form, a table displays company data. The table has columns: Company name, Company Logo, Activity Type, Established Date, Employee Numbers, Amount Of Capital, Sale Volume, 3rd Party Approve, and More. Two companies are listed: Refractories Co .Iran and YAZD ELECTRODE Co. The "More" link in the "More" column of the first row is highlighted.

Company name	Company Logo	Activity Type	Established Date	Employee Numbers	Amount Of Capital	Sale Volume	3rd Party Approve	More
Refractories Co .Iran	NO LOGO AVAILABLE	Magnesia carbon bricks production	21/03/1972	0	\$0	\$0		More
YAZD ELECTRODE Co	NO LOGO AVAILABLE	producing welding electrodes	19/11/1975	177	\$3,648,000	\$9,128,993		More



# Validation Method



Validation is performed at different levels. However, the main validation is done by Chambers of Commerce and industry





1st

- Submit Online

2nd

- Completed Registration Forms

3rd

- Assessment Team Forming

4th

- Company Capability Comprehensive Assessment

5th

- Company Capability Comprehensive Report

6th

- Website Updated Regularly

# Business Rating Steps





# Analysis

- Financial analysis
- Management structure analysis
- Legal and social activity analysis



# Next Steps to Take

- Commitment to execute the project at all levels
- Establish a Steering Committee
- Determine National Executive Committees
- The secretariat is formed
- Communicate the idea by phone calls, emails, fax, etc.
- Sign an MOU between the Secretariat and Executive Committee



# Thanks for your attention!

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