

Course Overview:

Would you like to be your own boss? Have you ever dreamed of starting your own business? Don't know what to do about your great business idea? If you have ever thought about these situations then you need our entrepreneurship workshop. Let our Entrepreneurship workshop help you achieve your dreams. Being an entrepreneur can be full of risks. These risks are minimized through drafting a business plan, knowing your competition, and successful marketing. All these and more can be found in our Entrepreneurship workshop.

Course Objective:

- Describe the entrepreneurial process and how to manage it
- Recognize opportunities to develop new business ideas
- Apply entrepreneurial approaches, concepts, and methods
- Understand operational challenges involved with creating new business ventures

Course Outline:**Module One: Getting Started**

- Housekeeping Items
- Pre-Assignment Review
- Workshop Objectives
- The Parking Lot
- Action Plan

Module Two: Decide On The Type Of Business

- Is It Feasible?
- What Are Your Interests?
- Do You Have The Experience?
- Are You An Expert In The Field?
- Case Study
- Module Two: Review Questions

Module Three: What Is The Market/Competition Like?

- Is The Venture Lucrative?
- Is There Competition?
- How Can You Set Yourself Apart From The Competition?
- How Is The Customer Prospect?
- Case Study
- Module Three: Review Questions

Module Four: Basics Of Starting A Business

- Decide On A Name
- Legal Structure Of Business
- Register The Business
- Choose A Location
- Hire An Accountant
- Case Study
- Module Four: Review Questions

Module Five: Create A Business Plan

- What Should Be Included In The Business Plan?

Training Language:

English-Arabic

Training Methodology:

- Presentation & Slides
- Audio Visual Aids
- Interactive Discussion
- Participatory Exercise
- Action Learning
- Class Activities
- Case Studies
- Workshops
- Simulation

-Gather Documentation

-Develop Business Plan Outline

-Draft Business Plan

-Case Study

-Module Five: Review Questions

Module Six: Get Financing

-Contact Organizations For Guidance

-Decide The Type Of Financing

-Shop Around

-What To Do Once Approved

-Case Study

-Module Six: Review Questions

Module Seven: Hire Employees

-Develop Job Description(S)

-Advertise Positions

-Interview Candidates

-Select Candidates

-Case Study

-Module Seven: Review Questions

Module Eight: Training Employees

-Teach Company Culture

-Implement Actual Training For The Position

-Provide Feedback

-Offer Additional Training, If Necessary

-Case Study

-Module Eight: Review Questions

Module Nine: Market The Business

-Traditional Marketing

-Create A Website

-Social Media

-Networking Groups

-Case Study

-Module Nine: Review Questions

Module Ten: Run The Business

-Procurement

-Sell! Sell! Sell!

-How To Manage Cash Flow

-Budgeting

-Case Study

-Module Ten: Review Questions

Module Eleven: Grow The Business

-Offer More Products / Services

-Open Another Location

- Franchise Opportunities
 - Scoring Large Contracts
 - Case Study
 - Module Eleven: Review Questions
- Module Twelve: Wrapping Up
- Words From The Wise
 - Review Of The Parking Lot
 - Lessons Learned
 - Recommended Reading
 - Completion Of Action Plans And Evaluations

Who Should Attend:

- People seeking to start their own business