

Be Excellent – BE ENTERPRISING

8-DAY FAST-TRACK ENTREPRENEURSHIP WORKSHOP

- For Whom:** Anyone who is new to the business and entrepreneurial world
Anyone keen to learn the foundation of enterprising skills
- Fee:** Fully subsidised for those retrenched with PERKESO EIS
- Start Date:** 7 Sept 2020. Course will be conducted 2 days per week, across 4 consecutive weeks
- Facilitator:** HJ JAMALLUDIN HM – Lead Facilitator
SYAZLIN Z ABDULLAH
SUZIANA BINTI MASROM
- Venue:** SHRDC Training Centre, Section 13, Shah Alam (near Tesco Extra)
- Time:** 9 am – 5 pm (2 tea breaks and 1 lunch will be provided)

At the end of the course, participants will be able to:

- Develop positive mind set and attitude.
- Identify the key behavioural traits, attitudes and skills of a successful entrepreneur.
- Understand entrepreneurship career path.
- Understand entrepreneurship's characteristics and roles.
- Learn how to start up a business.
- Identify resources and funds to grow the business.
- Classify the market for product or services.
- Develop budgeting and create contingency plans.
- Acquire relevant communication skills required to be an entrepreneur.
- Understand the basics of finance.
- Prepare business plan.

MODULE 1: INTRODUCTION TO ENTREPRENEURSHIP

- What is Entrepreneurship?
- Entrepreneurship mind set – The ABC Ways!
- Goal Setting.

MODULE 2: DECIDE ON THE TYPE OF BUSINESS

- Is it Feasible?
- What Are Your Interests?
- Do You Have the Experience?
- Are You an Expert?

MODULE 3: MARKET REVIEW / COMPETITION

- Is the Venture Lucrative?
- Is There Competition?
- How Can You Set Yourself Apart from the Competition?
- 7 P's Marketing.

MODULE 4: BASIC OF STARTING A BUSINESS

- Selection of Business Name
- Place selection.
- Formation and registration of companies.
- What is Branding?

MODULE 5: BUSINESS PLAN

- Business Modal Canvas.
- Develop Your Business Plan.

MODULE 6: BASIS OF ACCOUNTING AND ADMINISTRATION

- The role of the administrative division.
- Cash book and bank reconciliations.
- Preparation of Financial Statements.

MODULE 7: BUSINESS OPERATIONS

- 'Procurement'
- Sell! Sell! Sell!
- How to Manage Cash Flow?
- Budgeting.

MODULE 8: GROW THE BUSINESS

- Offer More Products/ Services.
- Open Another Location.
- Franchise Opportunities.
- Scoring Large Contracts.

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