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Become an Entrepreneur Course

Duration

2 Days (08:30 - 16:00)

Objectives

Start Your Own Business, Become an Entrepreneur has been designed to assist all those enterprising, up-and-coming, and would-be entrepreneurs who are seriously considering setting up their own business. On completion of this course, you will be an individual who: Has the ability to identify and pursue a business opportunity, undertakes a business venture, raises the capital to finance it, gathers the necessary physical, financial and human resources needed to operate the business venture, sets goals for him/herself and others, initiates appropriate action to ensure success, and assumes all or a major portion of the risk!

Who should attend?

Up-and-coming business owners and entrepreneurs - New and would-be business owners and entrepreneurs - Any individual who is seriously considering setting up their own business

Prerequisite

None

Course Outline

Phase 1: Identifying the personal strengths

- Who is an entrepreneur?
- The major personal strengths
- A positive attitude is essential
- Strong leadership skills
- Successful entrepreneurs are successful leaders
- Task-oriented and person-oriented leadership
- The effective decision-maker
- A results-oriented problem-solver
- Addressing the 'am I good enough?' syndrome
- Other personal strengths

Phase 2: Turning your idea into a successful business idea!

- The steps to be taken by the entrepreneur
- Engaging business consultants
- Using services offered by Government Agencies/Departments

Phase 3: Writing a business plan for your successful idea

- Strategic management and developing a business plan
- The search for a competitive advantage
- Writing the business plan
- The entrepreneur's business plan
- The marketing plan
- The operations plan
- The financial plan

To check the course schedule, location, pricing and to book online please visit http://www.multimediacentre.co.za/courses/become_an_entrepreneur.php

Our outlines are a guide to the content covered on a typical class. We may change or alter the course topics to meet the objectives of a particular class.