



TRAINING PTY LTD

CREATING SUSTAINABLE CHANGE

ENTREPRE- NEURSHIP TRAINING



CONTENT OVERVIEW

Our Entrepreneurship Training empowers individuals to develop their entrepreneurial abilities and skills, enabling them to run a business successfully. The programme equips start-ups and existing businesses with essential entrepreneurial qualities, motivating them to become independent and capable entrepreneurs. The training features practical activities and group learning, facilitating knowledge sharing, collaboration, and the exchange of ideas. Participants are assisted in completing a feasible business plan and mentored on its successful execution.



Training Outcomes

- Business opportunity identification
- Small business start-up
- Business plan development
- Effective marketing strategies
- Small business financial management



Target Audience

- Start-up entrepreneurs
- Unemployed & vulnerable individuals
- Youth
- Small, Medium & Micro-Enterprises



Course Structure

- Prerequisite requirement: Leadership for Life training
- 6 days entrepreneurship in-person training
- Follow-up business mentorship and grant funding management
- 15-20 participants per group



Certification

- Certificate of participation upon completion
- Course content SAQA alignment: ID 119666, 119669, 119670



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Module 1 – Introduction to Entrepreneurship

- Defining entrepreneurship
- Characteristics of an entrepreneur
- Personal talents, skills and vision
- How to identify entrepreneurial opportunities
- Introduction to business SWOT analysis

Module 2 – Small Business Operations

- The business cycle
- Core and support functions of a business
- Legal structures and compliance
- How to register a company

Module 3 – Business Marketing Mix

- Product
- Price
- Place (or Distribution)
- Promotion
- Pitch
- People

Module 4 – Business Model Canvas

- Revenue streams
- Customer segments
- Value proposition
- Channels
- Customer relationships
- Key resources
- Key activities
- Key partnerships
- Cost structure

Module 5 – Basic Business Finance

- Financial concepts
- Documentation & banking process
- Bookkeeping & understanding of financial statements
- How to set up a business budget
- How to apply for funding
- Tax

Module 6 – Compiling a Business Plan

- Why a business plan is important
- Structure and design of a business plan
- Compiling a business plan

TESTIMONIAL

“The entrepreneurship programme has taught me to believe in myself and to have a positive outlook on life no matter how hard things get. I should not give up but instead tell myself that ‘I can, I will, I will find a way’. I further learned that many entrepreneurs that are successful also started small and that I must be proactive - always ready to take action. I am grateful that I met my mentors who have taught me that nothing is impossible. I am now ready to fly on my wings like an eagle and have become an independent woman. I am grateful for the opportunity.”

– Surprise Ndlovu



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