



**Entrepreneurship
Development Course
For Women**

About the Programme

Women often become entrepreneurs because they want to build a business around their life, not the other way around. A good number get into direct sales or multi layer marketing industries because of the low cost of entry, they can work from home and set their own schedule. But only 3% to 5% of them succeed in achieving their dream of financial freedom. Why is this the case? Often they lack a solid understanding of basic business fundamentals, financial literacy and they do not have a business-owner mindset.

These vital skills are not taught in schools. One of the keys to enable women to take part in their own development is to build their capacity to actively participate in formal markets and grow their businesses beyond micro businesses from the onset.

Who Should Attend?

The Entrepreneurship Skills Development Programme is designed for women who are looking to start, formalize or grow their entrepreneurial business venture, but don't know how to take it forward



Course Objectives

At the end of the course, participants will understand:

- Discover their own creative, innovative and entrepreneurial potential
- Develop great ideas into great companies.
- Gain an understanding of financial and accounting principles
- Gain confidence in communication and leadership skills required as well as knowledge of the basic legal requirements to running and growing a business
- Undertake confident communication and presentation skills to pitch your ideas
- Understand how to assess competition and position your company for market success
- Appreciate the essentials of creating and developing a successful business plan that can be used for positioning for financing externally.
- Understand how to access various types of financing, from venture capital to traditional financing sources

Course Modules

- Understanding Entrepreneurship - identifying possibilities
- Developing a compelling business plan
- Strategy for and Essentials of Business Ownership - Legal and regulatory framework
- Finding Finance and Positioning your business to attract Capital
- Marketing Management - Building a Customer centric business
- Financial Literacy
- Leadership, Communication and Organisational Development
- Innovation - Driving Innovation and growth in your Business

Course details

Duration	5 Days		
Location	Date	Costs	
London		£	1,750
Abuja		N	275,000
Lagos			275,000
Ghana			1,375
Dubai	Mar 4 - 8 Oct 7 - 11	\$	2,350

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