



**Course:**                    **A Practical Approach to Starting your Own Business -  
Entrepreneurship 101**

**Contact Hours:**    **15**

**Pre-requisite:**        **None**

---

### **Abstract**

This course is designed to provide new entrepreneurs with everything they need to know in order to create, launch and operate any small business successfully, from preparing a business plan to launching the venture. This course will provide the necessary knowledge and skills to make their business successfully competitive in today's market.

### **Target Audience**

New entrepreneurs, individuals planning to start their own business or anyone desirous of gaining the entrepreneurial skills necessary to identify and exploit new business opportunities

### **Course Content**

---

#### ***From Idea to Successful Market Entry***

- What is my idea?
- Is there a market for my idea?
- What is the size of this market?
- What is unique about my offering?
- What will be an attractive value proposition?
- Can this be a profitable and sustainable business?
- How do I sustain my offering?
- How do I determine all of the above?

#### ***Organising Production and Delivery of Product or Service***

- What needs to be done and why?
- How will it be done?
- Who will do it?
- How will I know that it is being done?
- Am I delighting my customers? – Are they receiving the best value for money?

### ***Identifying and Retaining the Best Resources***

- What inputs do I need?
- At what cost?
- Where do I source these inputs?
- How do I retain these resources?
- Can I grow the business with these resources?
- How do I replenish these resources?

### ***Measuring Performance and Taking Corrective Action***

- How do I know that we are doing the right things for the right reasons?
- If we are not, how do I fix it?
  - o How do I capture the right data and convert it into information about the performance of the business?
- How do I disseminate this information to the right people at the right time?

### ***The Foundations of a Sustainable Business Enterprise***

- What must I do to ensure that the business is sustainable?
- Can I replicate this business model in new markets? How?
- Can this business be managed without my daily input? How?
- Can I pass on this business to the next generation?