



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?