



## Growing A Business

**Duration: 5 Days**    **Course Code: CEI-GAB**

### Overview:

The Growing a Business workshop is a practical, comprehensive business course on how to successfully grow a business. It is designed to empower small to medium-sized business entrepreneurs to expand their business by equipping them with the necessary knowledge, resources, and networking opportunities.

Successful business ownership requires not only starting a business correctly, but also continually seeking ways to upgrade and expand, whether this involves re-organization, outsourcing, franchising, merging, or forming partnerships.

Analyzing your market and revising your business plan pulls various components together to grow your business. The workshop consists of leader-led instruction, small group work, and on-line learning. The entire curriculum takes about 35-40 hours to complete.

### Target Audience:

The Growing a Business workshop is designed for entrepreneurs who own and operate a small to medium-sized business.

### Objectives:

- **After you complete this course you should be able to:**
- Assess global trends and determine opportunities
- Develop a mission statement and develop a continuation plan
- Describe essential leadership qualities and personality traits for an entrepreneur
- Describe how to work positively with employees and customers
- Explain how to generate a product/service idea and develop it
- Describe types of business risks and how to assess them
- Describe how to effectively use technology for business purposes
- Explain methods of generating a product/service idea and determining its feasibility
- Conduct a SWOT analysis
- Conduct competitive analysis and break even analysis
- Analyze cash-flow patterns and interpret financial statements
- Explain how to track performance of a business plan
- Plan a budget for short, medium, and long terms
- Determine financing necessary to sustain and expand a business
- Explain the nature of business records
- Develop a personnel organizational plan
- Exhibit leadership skills and encourage team building
- Establish operating procedures and plan business layout
- Optimize supply chain solutions to meet the business plan

### Content:

Growth and Expansion	Feasibility Analysis	Organizational Change Management
Leadership for Growth	Strategic Alignment Plan	Operational and Expansion Management
Business Innovations, Opportunities and Risk	Budget Forecasting	

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### Additional Information:

This course is part of the B-LP. Business Learning Partner Program.

The entire curriculum takes about 35-40 hours to complete. The total minimum workshop time includes facilitated discussions, in class activities, guest speakers, and the online materials.

The suggested delivery of this workshop is one or two modules per week.

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### Further Information:

For More information, or to book your course, please call us on 00 971 4 446 4987

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