



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:

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| <ul style="list-style-type: none"> ■ Growth and Expansion ■ Leadership for Growth ■ Business Innovations, Opportunities and Risk | <ul style="list-style-type: none"> ■ Feasibility Analysis ■ Strategic Alignment Plan ■ Budget Forecasting | <ul style="list-style-type: none"> ■ Organizational Change Management ■ Operational and Expansion Management |
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Further Information:

For More information, or to book your course, please call us on 00 20 (0) 2 2269 1982 or 16142

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