PARTNERS IN KNOWLEDGE UK LTD
Suite No. 129
295 Chiswick High Road
LONDON W4 4HH



Practical Skills in Entrepreneurship for Startups & Small Businesses - CPD ACCREDITED

PIK823-0327 TRK-IST-2

Our Accreditations:

Accredited cpd Activity
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2023-2025
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WESTMINSTER BUSINESS COUNCIL

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Place	: Istanbul	**Venue**	: Levni Hotel (Hoca Pa?a, Mahallesi, Ankara Cd. No:12, 34110 Fatih/?stanbul, TURKEY) - TBC		
Start Date	: 29-03-2027	**End Date**	: 09-04-2027	**PPP**	: £3750

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If you can't train them, you can't blame them!

Short Description:

Entrepreneurship refers to the process of recognising & establishing a new business endeavour typically characterised by creativity & willingness to take risks. This training program plays a crucial role in nurturing an environment that encourages innovation & development within the business sector. By grasping the concept of entrepreneurship, learners will acquire valuable entrepreneurial competencies that enhance creativity, problem-solving & decision-making abilities. These competencies are indispensable for fostering innovation & achieving success in the ever-evolving business landscape. Enhancing entrepreneurial skills is crucial as it equips individuals with the ability to identify opportunities effectively. By honing these skills, participants can recognise potential areas for growth & development, whether in their startups or in their medium-to-small established businesses. This capability allows them to stay ahead in the dynamic business world, showcasing their innovation & forward-thinking approach. Throughout this program, participants will be equipped with the essential tools & knowledge required to effectively initiate & expand a business. This initiative aims to enhance participants' creativity, problem-solving skills & decision-making capabilities.

Course Overview:

COURSE OBJECTIVES

By the end of this training program, participants will be able to:

- Identify business opportunities effectively.
- Recognise potential market areas for growth & development.
- Stay ahead in the dynamic business world.
- Showcase innovation & forward-thinking approach.
- Empower themselves to adopt to challenges.
- Navigate through obstacles & overcome challenges.
- Think outside the box.
- Propose new ideas & implement groundbreaking strategies.
- Foster growth, competitiveness &
- Develop a culture of continuous development.

TARGET AUDIENCE

- Startups, Small-to-medium size enterprises & Entrepreneurs.
- Individuals with business ideas/project.
- Employees wishing to develop their own business.
- Business managers.
- Government parties in charge of the development of Startups & the SME sector.

Program Outline:

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SESSION 1: INTRODUCTION TO ENTREPRENEURSHIP

2. The Significance of Entrepreneurship in Economic Development
3. Characteristics of Entrepreneurship.
4. The Entrepreneurial Mindset
5. Types of Entrepreneurships

Session 2: ENTREPRENEURIAL MINDSET

1. Participants' business ideas discussed.
2. Key Principles of Entrepreneurial Thinking.
3. Understanding Effectuation in Entrepreneurship.
4. Entrepreneurial Stages - Challenges & Solutions.
5. Developing an Entrepreneurial Mindset – 9 Key Value.

Session 3: CREATING A BUSINESS PLAN & STARTUPS FUNDING OPTIONS

1. Purpose & Components of a Business Plan.
2. Business Plans Key Points.
3. Tips for Effective Business Plans.
4. 5 Reasons Why Business Plans Fail.
5. Sources of Finance for Startups.

Session 4: MARKETING STRATEGIES FOR ENTREPRENEURS

1. Summary of SWOT Analysis.
2. PEST analysis in Practice.
3. The 7 Ps of Marketing Strategy in Practice.
4. Types of Strategies.
5. Scope VS Source in Generic Strategies.

Session 5: BUILDING A STRONG CORPORATE IDENTITY

1. Defining Brand Values.
2. Developing a Robust Corporate Identity.
3. Elements of Corporate Identity.
4. Developing the Right Corporate Identity for Your Business.
5. Workshop to develop a Corporate Strategy of your chosen Start-Up or Small Business.

Session 6: LEGAL CONSIDERATIONS FOR STARTUPS & SMALL-BUSINESSES

1. Important Legal Aspects for Startups.
2. Choosing the Right Business Structure.
3. Protecting Intellectual Property.
4. Registering Names & Creating Contracts.
5. Ethical Considerations.

Session 7: SALES TECHNIQUES FOR STARTUPS & SMALL BUSINESSES

1. Customer Segmentation & its importance.
2. Demographic Segmentation.
3. Behavioural Segmentation.
4. Geographic Segmentation.
5. Psychographic Segmentation.

Session 8: Sales Funnel Optimisation

1. Importance of Sales Funnels for Businesses
2. Sales Funnel 5 Stages
3. The 5 Cs of Sales
4. The 5 Cs of a Successful Sales-Person
5. CASE-STUDY: McCain – The marketing mix in the food industry

Session 9: SCALING A BUSINESS & ENTREPRENEURSHIP CHALLENGES

1. Sources of Finance.
2. Expansion Strategies.
3. Stages of Small Business Growth.
4. Financial
5. Effective Financial Management Strategies for Startups.

Session 10: participants' business ideas RE-VISITED WITH practical examples