



# EYB Expand Your Business

Duration  
40 Hours  
+Individual  
Counseling

Strategic management package for business growth

“

Owners and Managers of medium scale business with growth potential who are in command basic knowledge of business management concepts and are in need of strategic advice about developing a range of growth strategies”

## Content:

Why I am in business?

An appraisal of your planned investment

Study of range of generic growth strategies  
and assessing their implications for key business functions

Choosing the right finance mix

Completing your business growth plan

Focusing on the marketing function

A focus on operational management function

A focus on the Human Resource management function



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# IYB Improve Your Business



Introduces basic concepts of business management

“

For Business owners and Managers who have been running a business for more than 12 months

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Content:

Marketing	Stock Control
Business planning	Buying
Costing	People and Productivity
Record Keeping	

**Duration  
40 Hours**



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# SYB Start Your Business

Business Planning and start-up

“

Potential Micro, Small and Medium entrepreneurs (MSMEs) that want to start their own business and already have a feasible business idea.

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Content:

The business plan	Financial planning
The marketing plan	Required start-up capital
Type of business	Type and source of start-up capital
Staffing	Start the business
Legal responsibilities and insurance	

Duration  
40 Hours



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# GYB Generate Your Business Idea

Duration  
20 Hours

Preparation to start a business

“

Potential Micro, Small and Medium entrepreneurs (MSMEs) that are eager to start their own business but lack a feasible business idea.

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Content:

What is a business idea?

Are you the right kind of a person to start a business?

Generate your own business ideas

Analyze your business ideas and select the most appropriate one

Your own business idea



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# KAB Know About Business

Creating a Business Culture

“

For Students in Vocational Training  
Institutions and School leavers.”

Content:

What is an enterprise?

Who are entrepreneurs?

How do I become an Entrepreneur?

How do I organize an enterprise?

How do I operate an enterprise?

What are the next steps to become an entrepreneur?



**Duration  
120 Hours**



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# WTB Way To Business

Introduction to business

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For Those, who are at the time of deciding their future direction, such as unemployed youths, School leavers, Vocational Training students etc.

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**Duration  
05 Hours**

Content:

Who is a business person?

What is a business?

Importance of getting in to a business



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