

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

Completing your business growth plan

Focusing on the marketing function

A focus on operational management function

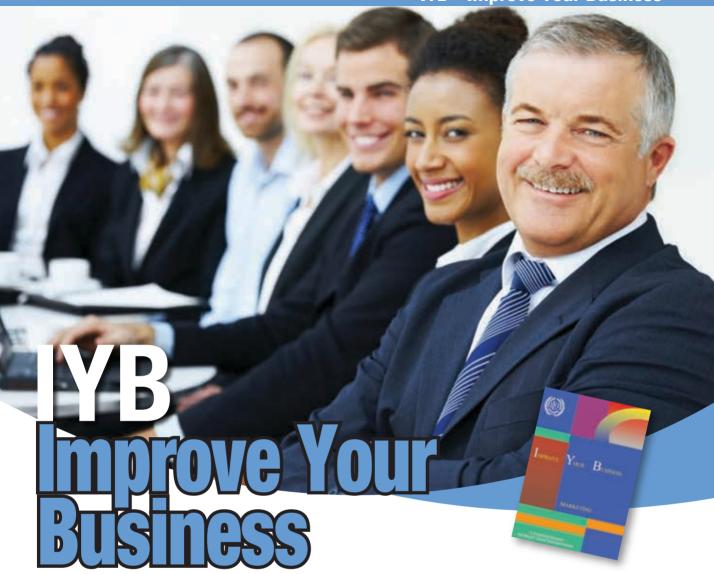
A focus on the Human Resource management function

SIYB Sri Lanka

Start AND IMPROVE

YOUR BUSINESS

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Introduces basic concepts of business management

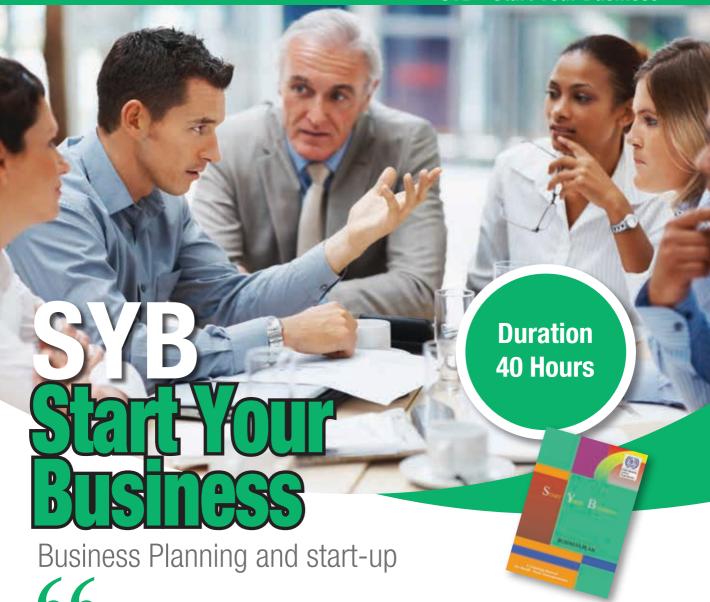
For Business owners and Managers who have been running a business for more than 12 moths

Content:

Marketing	Stock Control
Business plannin	Buying
Costing	People and Productivty
Record Keeping	





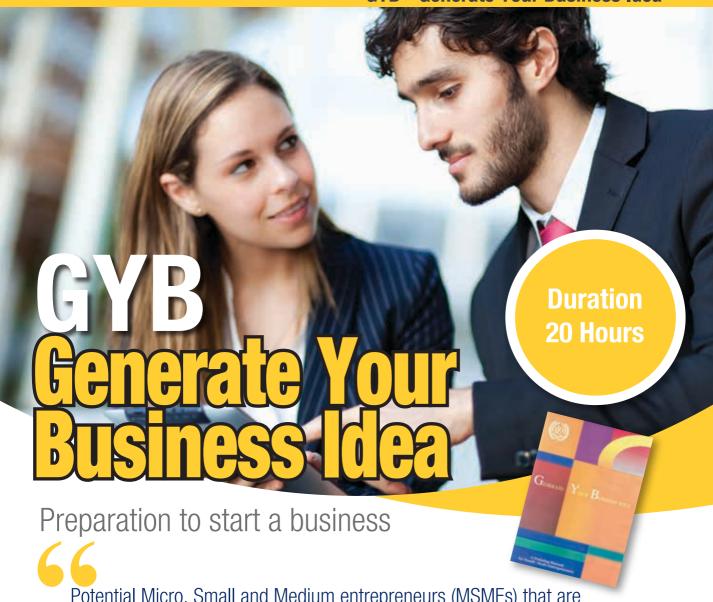


Potential Micro, Small and Medium entrepreneurs (MSMEs) that want to start their own business and already have a feasible business idea.

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	





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

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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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?

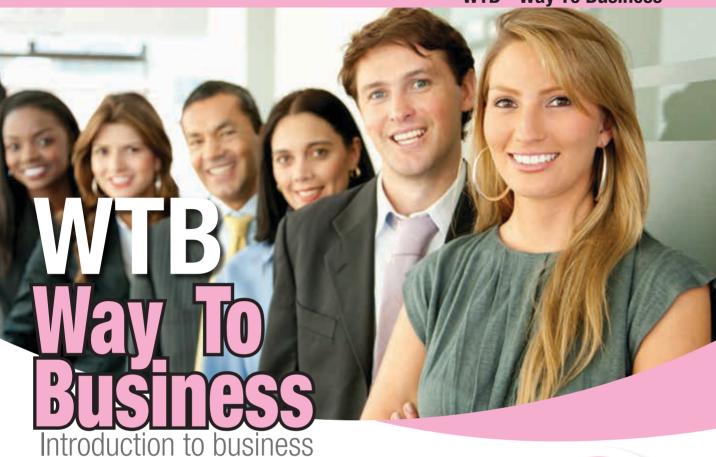
How do I operate an enterprise?

What are the next steps to become an entrepreneur?

Duration 120 Hours



WTB - Way 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.

Duration 05 Hours

Content:

Who is a business person?

What is a business?

Importance of getting in to a business





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