



ENTREPRENEURSHIP AWARENESS PROGRAMS

Introduction

The suggested training package for SMEs owners consists of three integrated programs with a total number of five-day "25 hours of training" as follows:

- Effective Management for Successful SMEs "administrative, financial and marketing aspects".
- Effective Aspects of Financial Management for SMEs.
- The Marketing and Competitive Elements for the Products of Small and Medium Enterprises

Training Program (1)

Effective Management for Successful SMEs "administrative, financial and marketing aspects"
"3 days"

Purpose of Training

This program is designed to provide SMEs owners the information needed to reflect the environmental and administrative aspects, including the work environment, strategic planning and basics of setting business plans. Also, it will acknowledge the participants the fundamentals of SMEs financial management and available sources of funding within the financial sectors, in addition the program will present the aspects of effective marketing and its importance for SMEs

Target Audience

This program targets SME owners, their employees and those who have little or have no experience in this area.

Pre-requisite

- Participants in commercial business who have at least a minimum level of education, ie, at least secondary education and some knowledge of IT / Computer.
- Minimum one experience in commercial business

Language of the Training Program

The program will be delivered in Arabic

Training Program Objectives

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

- Explain the best practices for the administrative requirements for managing and operating small business.
- Identify the key aspects of effective SMEs financial management.
- Define SMEs marketing and identify the competitiveness elements of SMEs products.

Program Outline

Part I: Environmental and planning aspects for SMEs

- Explain the environmental considerations of SMEs "legislative, legal, institutional, economic"
- Recognize the importance of SMEs to the national economy
- Define of the concept of strategic planning
- Identify goals, strategies and preparation and following-up of business plans
- Describe the business operational work

Part II: Fundamentals of SMEs financial management

- knowledge of SMEs financing mechanisms and sources of finance
- Define the significance of financial statements and ratios
- Recognize the importance of cash flow statement to successfully achieve their goals.

Part III: SMEs Marketing and products

- Define marketing and its importance to SME success
- Determine the importance of feeding industries in the national economy
- Identify the role of standard specifications in increasing the competitiveness of SMEs products
- Identify the latest marketing tactics

Training Program (2)

Effective aspects of financial management for SMEs "One day"

Purpose of Training

This program is a continuation of the first program **Effective management for Successful SMEs "aspects of administrative, financial and marketing"**. The program is designed to provide SMEs owners an applied and practical successful financial management for SMEs. The program addresses the practical application for the preparation of simple financial statements and use financial ratios as indicators to ensure the continued success of these projects.

Target Audience

This program targets SME owners, their employees and those who have little or have no experience in this area.

Pre-requisite

- Participants attended the Effective Management for Successful SMEs "aspects of administrative, financial and marketing".

Language of the Training Program

The program will be delivered in Arabic

Training Program Objectives

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

- Identify the key aspects of SMEs effective financial management
- Explain the importance of using financial statements for successful management of SMEs
- Applications for using the financial statements.
- Determine the financial ratios used as indicators for the success and continuity of the project.

Program Outline

- Financial management and accounting for SMEs.
- Financial statements and its importance.
- Financial ratios.
- Applications and case studies.

Training Program (3)

The Marketing and Competitive Elements for the Products of Small and Medium Enterprises "One day"

Purpose of Training

This program is a continuation of the first program **Effective management for Successful SMEs "aspects of administrative, financial and marketing" and the second Effective aspects of financial management for SMEs**. The program is designed to provide SMEs owners with the modern marketing approach, including the importance of recognizing the marketing mix and setting effective marketing plans. This program deals with the fundamentals of market competitiveness and art of selling for SME products.

Target Audience

This program targets SME owners, their employees and those who have little or have no experience in this area.

Pre-requisite

- Participants attended the program the first and second programs in the field of Effective management for Successful SMEs "aspects of administrative, financial and marketing" and the Effective aspects of financial management for SMEs.

Language of the Training Program

The program will be delivered in Arabic

Training Program Objectives

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

- Define marketing for SMEs and identify competitiveness elements SMEs products.
- Understand factors that control the marketing and design the annual marketing plan.
- Identify the classification of Porter's competitive strategies.
- Explain the elements of the marketing mix and identify marketing opportunities and how to configure a trade name.
- Determine the principles of excellent selling.

Program Outline

- Marketing from the viewpoint of SMEs owners.
- Factors affecting the marketing and design of the annual marketing plan.
- Elements of marketing mix.
- Analysis of the target market and design marketing strategies.
- Porter's classification of competitive strategies.
- Most important elements of the art of selling.

