

Business-Start-Programme

Outline Training Plan - List of Modules

MODULE NUMBER	DATE	MODULE TITLE
1.	Fri 24 th April	(a) The Entrepreneurial Mindset
	Sat 25 th April	(b) Business Planning (1) Entry & Exit Strategy / SWOT Analysis
2.	Fri 1 st May	(a) Finding the Opportunity & Building a Sustainable Competitive Advantage
	Sat 2 nd May	(b) Business Planning (2) Marketing : Customer ID / Competitive Analysis
3.	Fri 8 th May	(a) The New Venture Team The entrepreneur as a manager
	Fri 8 th May	(b) Managing a Start-Up
	Sat 9 th May	(c) Practice & Procedures
4.	Fri 15 th May	(a) The Legal aspects of Running a Business
	Sat 16 th May	(b) Business Planning and Outline
5.	Fri 22 nd May	(a) Sales / Marketing Plan (Conventional -v- Internet)
	Sat 23 rd May	(b) The Financial Plan
6.	Fri 29 th May	(a) Presenting the Business Plan & Negotiating the Deal
	Sat 30 th May	(b) Summarising the Entrepreneurial Process. Next Steps