**The Agenda for SpecificTraining for the project of profit**

**Third Training**

**“KEY PEOPLE - Key Knowledge for Iraqi Women” - Program: Support to Civil Society Development in Iraq - Reference: Europe Aid / 133-097/C/ACT/IQ.**

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| **Date:** | **1 , November** | **Location:** |  |
| **Time** | **Subject** | **Topics** | **Trainer** |
| 09:00 | Register to attend and welcome |  | Suzan ,Aram |
| 9:30-11:00 | **Business Owner Skills** | * **Planning** * **Decision making** * **Leadership** * **Motivating** * **Organizing** |  |
| 11:00-:11:15 | Break | 11:00-:11:15 |  |
| 11:15-13:45 | **The daily tasks of a business owner** | * **Personal qualities** * **Practical skills and business management skills** * **be well informed to run your business** * **The money you need to start and run your business.** |  |

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| **Date:** | **2 November** | **Location:** |  |
| **Time** | **Subject** | **Topics** | **Trainer** |
| 9:00-11:00 | **Are you an Entrepreneur?** | * **Motivation** * **Commitment** * **Risk Taking** |  |
| 11:00-:11:15 | Break | 11:00-:11:15 |  |
| 11:15-13:15 | **Are you an Entrepreneur?** | * **Decision Making** * **Initiative** * Adaptability |  |

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| **Date:** | **3 November** | **Location:** |  |
| **Time** | **Subject** | **Topics** | **Trainer** |
| 9:00-11:00 | **Are you an Entrepreneur?** | * Dealing with crisis situations * Core Technical Skills * Knowledge of the line of business |  |
| 11:00-:11:15 | Break | 11:00-:11:15 |  |
| 11:15-13:15 | **Are Assess Your Potential as an Entrepreneur** | * Two stories and then comparing between them that which one is entrepreneur , * And grope working * **Improve Your Skills as an Entrepreneur** |  |

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| **Date:** | **4 November** | **Location:** |  |
| **Time** | **Subject** | **Topics** | **Trainer** |
| 9:00-11:00 | Common Business Terms and role of each term on your business | * Products * Services * Customers * Sellers * Raw Materials * Consumables * Price * Costs * Cash Sales * Credit Sales * Credit Sales * Profit |  |
| 11:00-:11:15 | Break | 11:00-:11:15 |  |
| 11:15-13:15 | **What type of business do you want to start**  **Examples of a Business** | * **Retail** * **Wholesale** * **Manufacturing** * **Service providing** * **Agriculture** * **Construction** |  |

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| **Date:** | **5 November** | **Location:** |  |
| **Time** | **Subject** | **Topics** | **Trainer** |
| 9:00-11:00 | **Is your ‘business idea’ feasible** | * **Identify good business opportunities** * **Categorize and select opportunities** * **Based on resources available.** |  |
| 11:00-:11:15 | Break | 11:00-:11:15 |  |
| 11:15-13:15 | **Is your ‘business idea’ feasible** | * **Match opportunities with personal traits.** * Group working |  |

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| **Date:** | **7 November** | **Location:** |  |
| **Time** | **Subject** | **Topics** | **Trainer** |
| 9:00-11:00 | **Know Your Market** | * **What is a ‘Marke**' * **What is your ‘Effective Market?** * **What is your ‘Effective Market?** |  |
| 11:00-:11:15 | Break | 11:00-:11:15 |  |
| 11:15-13:15 | **Know Your Market** | * **Why do you need to assess your “effective market”?** * **Why do you need to assess your “effective market”?** * **share of your effective market** |  |

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| **Date:** | **8 November** | **Location:** |  |
| **Time** | **Subject** | **Topics** | **Trainer** |
| 9:00-11:00 | **Know Your Market** | * **Know the basics of a ‘Market’** * **What makes up a ‘Market’?** * **How does a ‘Market’ evolve** |  |
| 11:00-:11:15 | Break | 11:00-:11:15 |  |
| 11:15-13:15 | **Know Your Market** | * **What products or services will your business sell?** * **What products or services will your business sell?** * **The customers your business will sell to?** * **Find more about your customers** |  |

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| **Date:** | **9 November** | **Location:** |  |
| **Time** | **Subject** | **Topics** | **Trainer** |
| 9:00-11:00 | Marketing & Social media | Affecting marketing by social media |  |
| 11:00-:11:15 | Break | 11:00-:11:15 |  |
| 11:15-13:15 | Marketing | General information about advertising and group working on each project |  |

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| **Date:** | **10November** | **Location:** |  |
| **Time** | **Subject** | **Topics** | **Trainer** |
| 9:00-11:00 | **Conduct a**  **‘Market Research** | * **Why do you need to conduct a Market Research?** * **Market Research** * **marketing plan** |  |
| 11:00-:11:15 | Break | 11:00-:11:15 |  |
| 11:15-13:15 | **Market Research ‘Step Process’** | * **Identify Your Customers** * **Assess Needs of Customers** * **Assess Level of Competition** * **Estimate Your Effective Market** |  |

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| **Date:** | **11November** | **Location:** |  |
| **Time** | **Subject** | **Topics** | **Trainer** |
| 9:00-11:00 | **The Marketing Mix** | * **How you can Reach the customer** |  |
| 11:00-:11:15 | Break | 11:00-:11:15 |  |
| 11:15-13:15 | **Business Fundamentals** | * **Organize Your Business** * **Buying Business Needs** * **3a. Costing and Controlling Your Costs** * **Controlling Your Stock** |  |

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| **Date:** | **12November** | **Location:** |  |
| **Time** | **Subject** | **Topics** | **Trainer** |
| 9:00-11:00 | **Business Fundamentals** | * **Essentials of a Successful Business Lifecycle** * **Six Essentials works of a Business** * Group working depending on projects |  |
| 11:00-:11:15 | Break | 11:00-:11:15 |  |
| 11:15-13:15 | **Record Keeping System** | * **Determine the opening balance** * **Account for money coming into the business** * **Account for money going out of the business** * **Account for money going into and out of the business** |  |

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| **Date:** | **14 November** | **Location:** |  |
| **Time** | **Subject** | **Topics** | **Trainer** |
| 9:00-11:00 | **Profitability Potential** | * **Profitability Potential of Your ‘Business** * Calculate the break-even point and predicted net profit * Grp working on each project |  |
| 11:00-:11:15 | Break | 11:00-:11:15 |  |
| 11:15-14:15 | **Profitability Potential** | * calculating Net profit is expected * Steps accounting the expected material   calculating Net profit is expected   * Expected cost * Starting cost * Sales income calculated steps |  |

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| **Date:** | **15November** | **Location:** |  |
| **Time** | **Subject** | **Topics** | **Trainer** |
| 9:00-11:00 | **Income Statement** | * How to calculate incomes * Preparing the 3 months Income Statement for some example (projects) group working |  |
| 11:00-:11:15 | Break | 11:00-:11:15 |  |
| 11:15-13:15 | **Start Up Costs Breakdown**  **&**  **Personal Finance Assessment** | * **Personal Finance Assessment** * **estimate time to generate profit** * **personal and family expenses** * Personal finance and the cost of staring up |  |

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| **Date:** | **17 November** | **Location:** |  |
| **Time** | **Subject** | **Topics** | **Trainer** |
| 9:00-11:00 | **Cash Flow Plan** | * How much money will come into your business * When it will come in * From where it will come in * How much money will go out of your business * When it will go out * Where it will go |  |
| 11:00-:11:15 | Break | 11:00-:11:15 |  |
| 11:15-13:15 | **Prepare Your Business Plan** | * **The Executive Summary** * **Description of Proposed Business** * **The Business Organization** * **The Market Research, Marketing Mix and Marketing Plan** |  |

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| **Date:** | **18 November** | **Location:** |  |
| **Time** | **Subject** | **Topics** | **Trainer** |
| 9:00-11:00 | **Business Plan** | * **Financial Statement Projections** * **Start Up Capital** * **THE BUSINESS LIFECYCLE** * Group working |  |
| 11:00-:11:15 | Break | 11:00-:11:15 |  |
| 11:15-13:15 | **Secure Your Financial Needs** | * **Secure Your Financial Needs** |  |