**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**
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