



# Small Business Management in the 21st Century

NATIONALLY RECOGNISED & INTERNATIONALLY ACCREDITED

## OVERVIEW

Small Business Management in the 21st Century offers a streamlined approach and a unique perspective as it treats small business management as a practical human activity, rather than as an abstract theoretical concept. Small businesses keep up with the pace of the market; they are creative and vital to every community. The smaller size of a business may confuse you into thinking that managing them is also simple, you may be right, but managing a small business effectively, so that it reaches its potential is extremely difficult- this programme is comprehensively put together and teaches participants new tools and techniques to getting the most out of your small business.

# WHAT YOU WILL ACHIEVE

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Upon the completion of this course, you will be able to:

- Understand the foundation for Small Business
- Create your Business Idea: The Quest for Value
- Create your Marketing Strategy
- Understand Financial Management
- Understand People and Organization

# METHODOLOGY

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Well-balanced theoretical and practical methodology, which includes interactive discussions, case studies, interactive activities/exercises and assignments to understand the concepts and their applicability

# FEE

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**USD2,150 / per person**

**Group Discount:**

- 2-4 pax : 2.5%
- 5-7 pax : 5%
- 8-10 pax : 10%
- 11-13 pax : 15%
- 14-16 pax : 20%

**\*\*\*All prices are VAT inclusive.**

**Fee Includes:**

- 5-Day Training
- Nationally Recognized and Internationally Accredited Certificate of Completion
- Module Notes and Stationary
- Tea/Coffee Breaks
- Working Lunches

**\*Note:** all other expenses are to be borne by participants.

# WHAT YOU WILL LEARN

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## **Module 1: Foundations for Small Business**

- Success and Failure in Small Businesses
- Evolution
- Ethics

## **Module 2: E-Business and E-Commerce**

- E-Business and E-Commerce: The Difference
- E-Commerce Operations
- E-Commerce Technology

## **Module 3: The Business Plan**

- Defining the Customer's Concept of Value
- Knowing Your Customers
- Sources of Business Ideas
- Developing Your Strategy
- The Necessity for a Business Plan
- Building a Plan

## **Module 3: Marketing Strategy**

- The Importance of a Marketing Strategy
- The Marketing Strategy Process
- Segmentation and the Target Market
- Differentiation and Positioning
- Marketing Strategy and Product
- Marketing Strategy and Price
- Marketing Strategy and Place
- Marketing Strategy and Promotion

## **Module 5: Financial Management**

- The Importance of Financial Management in Small Business
- Financial Control
- Financial Decision Making
- Financial Accounting Statements
- Financial Ratio Analysis

Each module focuses on clear objectives and skill demonstrations that can be easily linked to real life instances.