

GROWING A BUSINESS



Workshop Focus:

DO YOU WANT TO EXPAND YOUR BUSINESS?

SUCCESSFUL BUSINESS OWNERSHIP REQUIRES NOT ONLY STARTING A BUSINESS CORRECTLY, BUT ALSO CONTINUALLY SEEKING WAYS TO UPGRADE AND EXPAND, WHETHER THIS INVOLVES RE-ORGANIZATION, OUTSOURCING, FRANCHISING, MERGING, OR FORMING PARTNERSHIPS.

The Growing a Business Workshop is specifically designed to empower you as a small to medium-sized business entrepreneur in Palestine to expand your business by equipping you with the necessary knowledge, resources, and networking opportunities. Group exercises, case studies, discussion forums, on-line materials, and rich media resources will help you apply knowledge to real-life situations.

Expected Outcomes

Growing a Business is a practical, comprehensive business course on how to successfully grow a business in Palestine. Upon completion, you should be able to:

- Assess global trends and determine opportunities
- Develop a mission statement and a continuation plan
- Describe essential leadership qualities and personality traits for an entrepreneur
- Describe how to work positively with employees and customers
- Explain how to generate a product/service idea and develop it
- Describe types of business risks and how to assess them
- Describe how to effectively use technology for business purposes
- Explain methods of generating a product/service idea and determining its feasibility
- Describe market strategies and planning
- Conduct a SWOT analysis
- Conduct competitive analysis and break-even analysis
- Analyze cash-flow patterns and interpret financial statements
- Explain how to track performance of a business plan
- Plan a budget for short, medium, and long terms
- Determine financing necessary to sustain and expand a business
- Explain the nature of business records
- Develop a personnel organizational plan
- Exhibit leadership skills and encourage team building
- Establish operating procedures and plan business layout
- Optimize supply chain solutions to meet the business plan

AUDIENCE

This workshop is designed for entrepreneurs who own and operate a small to medium-sized business in Palestine.

FACILITATOR AND GUEST SPEAKERS

Growing a Business is delivered by a successful Palestinian entrepreneur. The workshop includes multiple presentations by guest speakers and workshop advisors who are regional and local entrepreneurs or experts on specific workshop topics.

INSTRUCTION

The total workshop duration is 38 hours and includes facilitated discussions, group exercises, case studies, and online workshop materials.

WORKSHOP MATERIALS

All individuals who participate in the workshop benefit from the specific workshop materials, as well as ongoing access to Cisco Entrepreneur Institute resources, including:

- **Entrepreneur Oasis Website** – *Connecting entrepreneurial people, ideas, and resources.*
- **Cisco eTube** – Hundreds of helpful business videos, case studies, best practices, and more, including video clips of successful entrepreneurs from around the world.
- **Simulations** – Gain business experience risk-free with our business simulations: realistic, fun, and effective learning.

WORKSHOP SCHEDULE

To find out when the next workshop is scheduled, contact AMIDEAST or check the Cisco Entrepreneur Institute link on the AMIDEAST West Bank/Gaza page of the website. Workshop meeting dates and times are flexible to accommodate the needs of people who are already running businesses and those who want to launch new ventures.

FEE

This workshop, materials, and resources were developed by Cisco as part of its corporate social responsibility commitment. All Cisco Entrepreneurship Institute partners, including AMIDEAST, do not profit from the workshops. The fee for attending the workshop is set to cover the costs of providing this workshop. Before each new workshop is launched, workshop fees will be posted on our website.

VENUE

AMIDEAST Training Center, AMIDEAST Training Center in Ramallah/El-Bireh.

All Cisco Entrepreneur Institute workshops were developed by globally recognized experts in business and include media-rich and business relevant content

Cisco Systems, Inc.

Stanford Technology Ventures Program

Entrepreneurship@Cornell

My Own Business, Inc.

Participants in each workshop receive a Cisco Entrepreneur Institute certificate.



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