

# STARTING A BUSINESS



## Workshop Focus:

**DO YOU WANT TO START YOUR OWN BUSINESS?**

**MOST PEOPLE FAIL IN BUSINESS BECAUSE THEY MAKE AVOIDABLE MISTAKES...**

**THIS WORKSHOP TEACHES WHAT THOSE MISTAKES ARE AND HOW TO AVOID THEM.**

The Starting a Business Workshop is specifically designed to empower individuals who want to start a small to medium-sized business or who are already operating one in Palestine. Successful business ownership requires not only choosing the right type of business but an understanding of legal requirements, accounting, management, and marketing. A business plan pulls all these components together. The workshop includes facilitator-led instruction, small group work, on-line learning, and an individual project. Group exercises, case studies, discussion forums, on-line materials, and rich media resources will help you apply knowledge to real-life situations.

## Expected Outcomes

Starting a Business is a practical, comprehensive workshop on how to successfully start and operate a business in Palestine. Upon completion, you should be able to:

- Evaluate business potential
- Prepare a business plan
- Determine the information and communication technologies needed
- Decide on a business organization structure
- Identify the appropriate licenses and permits needed
- Determine the type of insurance needed
- Select a business location and negotiate its lease
- Manage business accounting activities and track cash flow
- Finance the venture by acquiring startup capital
- Set up an E-Commerce site to sell online
- Buy an existing business or franchise
- Recruit, hire, train, manage, and motivate employees
- Develop a marketing plan and put it into action
- Use the Internet for online marketing
- Manage purchasing and inventory control
- Prepare for opening the business
- Expand the business and handle problems
- Conduct trade outside Palestine

## AUDIENCE

This workshop is designed for entrepreneurs who are thinking about starting a small to medium-sized business or who are already operating one in Palestine.

## FACILITATOR AND GUEST SPEAKERS

Starting 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 55 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.*



**For more information, visit or call:**

Al Wattaniya Towers, 1st Floor  
34 El-Bireh Municipality Street  
El-Bireh/Ramallah District  
West Bank, Palestine

Phone: (+972) 2 – 240 8023

Fax: (+972) 2 – 240 8017

Email: [westbank-gaza@amideast.org](mailto:westbank-gaza@amideast.org)

Web: [www.amideast.org/west-bank-gaza](http://www.amideast.org/west-bank-gaza)