

# **SME Entrepreneur Development Programme**

A Workshop

## **Programme Content**

### **Macro Economic Environment**

- ▲ Global macroeconomic scenario
- ▲ Domestic macroeconomic scenario
- ▲ Macro Economic linkages
- ▲ Key parameters
- ▲ Role of Reserve Bank of India – inflation and interest rates policies

### **Business Plan**

- ▲ An effective business plan
- ▲ Forms of organisation set up – proprietorship, partnership, joint stock company, co-operatives
- ▲ Feasibility analysis
  - Management Evaluation
  - Marketing feasibility
    - Market survey
    - Demand forecasting
    - Marketing strategy and decision about marketing methods
    - Issues and problems in marketing for SMEs
  - Financial feasibility including potential sales revenues, fixed and variable costs, and break-even analysis
- ▲ Role and Importance of SME Credit Rating
  - Rating parameters
  - Methodology
  - Risk identification and assessment methodology

### **Financing Options**

- ▲ Various financing options available
  - Debt
  - Equity
  - Venture Capital and Private Equity
- ▲ Working capital management

## **Programme Content (Cont'd)**

### **Risk Management**

- ▲ Various risks impacting SMEs
- ▲ Market Risk
  - Product innovation
  - Technological issues
  - Competition and substitution
  - Other issues
- ▲ Operational risk
- ▲ Credit risk
- ▲ Other Risks – Strategy, Legal, Regulatory

### **Challenges and Tips for Success for SMEs**

## **Who should attend?**

### **This programme is ideal for**

- ▲ Fresh and Young Graduates
- ▲ Aspiring Entrepreneurs
- ▲ Owner - Managers, Proprietors, Partners, Directors in Small and Medium Enterprises
- ▲ Business Heads, Division Heads and Senior non-finance executives in Small and Medium Enterprises

## **Programme Details**

The programme includes:

- ▲ One day workshop
- ▲ Networking opportunities throughout the workshop
- ▲ Lunch and refreshments