

ENTREPRENEUR ESSENTIALS

Your Practical Guide to Starting a Business

Non-Credit Bearing

Start right, stay strong - business knowledge for real-world success

Starting a business can feel like stepping into the unknown - exhilarating, but also overwhelming. Without the right guidance, it's easy to feel lost or unsure of your next move. **Entrepreneur Essentials** was created to change that.

This course is a hands-on, practical guide designed for aspiring business owners who want to build strong foundations from day one. Whether you're still exploring ideas or have already opened your doors, this journey will equip you with the essential skills, tools, and mindset to take control of your venture's success.

Through real-world case studies, engaging group discussions, and step-by-step frameworks, you will gain clarity, confidence, and a roadmap to launch and grow your business. No fluff - just what works!

WHO SHOULD ATTEND

For professionals who want to:

- Launch a small business or side hustle with confidence
- Gain clarity on business planning, marketing, and finances
- Strengthen their understanding of entrepreneurial fundamentals
- Transition from employment to self-employment or freelancing
- Make smarter decisions as a new or early-stage entrepreneur

HOW YOU WILL BENEFIT

- Discover your entrepreneurial strengths and assess your readiness
- Build a practical, actionable business plan tailored to your idea
- Learn key marketing and sales techniques to reach your ideal customer
- Understand the financials - from budgeting to break-even and beyond
- Demystify compliance, tax, and VAT obligations for new businesses
- Gain confidence in managing operations, people, and cashflow
- Connect theory to action through interactive exercises and case studies

Three-day course 08:30 - 16:00

Tel: (031) 267 1229

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WHAT WILL BE COVERED

Laying the foundation: Is entrepreneurship right for you?

- Entrepreneurship in the South African context
- Advantages and risks of owning your own business
- Common reasons businesses fail - and how to avoid them
- Spotting viable opportunities in your environment

Planning for success: Developing your business blueprint

- The purpose and process of a Business Plan
- Step-by-step guide to building your plan: from vision to operations
- Creating realistic financial forecasts and cash flow plans
- Essential legal structures and compliance considerations

Marketing and sales: Reaching and retaining your customers

- Identifying your target market and competitive edge
- The 4 Ps of Marketing (Product, Price, Place, Promotion)
- Sales psychology: turning prospects into paying clients
- Relationship-building and customer retention strategies
- Generating business and setting realistic sales targets

Finance made simple: Understanding the numbers

- Basic bookkeeping and financial principles
- Analysing your income statement and balance sheet
- Budgeting, costing, and pricing strategies
- Managing cashflow, VAT, and financial obligations
- Tools for tracking, forecasting, and decision-making

Your financial position: Business and personal

- Compiling statements of financial position (business and personal)
- Understanding net worth and financial viability
- Recognising when funding is needed and how to raise it

Navigating tax, compliance, and staff responsibilities

- Basics of tax and VAT for entrepreneurs
- Debt vs equity financing: what's best for you?
- PAYE, UIF, SDL, and COIDA – your obligations as an employer

Bringing it all together

- Finalising your Business Plan
- Real-world case studies and practical exercises
- Creating an action plan for your business launch or growth

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