

New Venture Creation

1. Overview

The purpose of this skills programme is to prepare participants to establish, operate, manage, grow, and sustain a small business. The programme equips aspiring entrepreneurs with the knowledge and practical skills required to identify business opportunities, manage finances, market products and services, provide customer service, and develop business plans.

2. Programme Outcomes

- Gather and analyse information relevant to a selected industry
- Determine market requirements for marketing and selling goods and services
- Identify the financial, human, and infrastructure requirements of a business
- Manage financial, human, and infrastructure resources effectively
- Plan for the establishment and growth of a business venture
- Organise and conduct day-to-day business activities
- Apply customer service principles to improve business performance
- Develop business goals and business plans for sustainable growth

Qualification:

Certificate of Completion

Duration:

4-Months

Programme Type:

Category B – Workplace-Based Learning Programme

Programme ID:

PA0457

Skills Programme ID:

SP-210401

NQF Level:

2

Credits:

32

Entry Requirement:

Grade 9 or equivalent qualification

Training Options:

Online - Each participant will receive access to an online portal, where all programme materials and resources are available. Training is delivered fully online, and participants will join scheduled Microsoft Teams sessions facilitated by a trainer. This mode provides flexibility and allows learners to participate from any location.

Blended - Blended learning combines both online and face-to-face training. Participants receive access to an online portal for online content, resources, and self-paced activities. Alternatively, the learning material will be emailed to the participant. They also attend scheduled in-person contact sessions with a facilitator, either at the client's premises or providers campus. This approach offers the flexibility of online learning with the added support of guided, interactive sessions.

**A choice of leveraged programmes for any person,
At any level, in any department, of any company, in any industry.**

Face-to-Face - Each participant will receive training resources, which contains all programme materials and resources. Training is delivered through onsite contact sessions, either at the client's premises or providers campus, where a facilitator conducts the sessions in a classroom environment.

Minimum Participants Required: (1) Online, (1) Blended & (1) Face-to-face

3. Programme Content

Module 1: Introduction to Entrepreneurship

- What is entrepreneurship?
- Characteristics of successful entrepreneurs
- Benefits and challenges of entrepreneurship
- Entrepreneurial opportunities
- The role of entrepreneurs in economic development

Module 2: Know Yourself as an Entrepreneur

- Self-assessment and personal development
- Entrepreneurial skills and competencies
- Leadership and decision-making
- Personal values and business ethic

Module 3: Understanding Your Industry

- Industry analysis
- Competitor analysis
- Industry trends
- Regulatory requirements
- Business environment factors

Module 4: Identifying Market Opportunities

- Market research techniques
- Customer needs analysis
- Opportunity identification
- Market gap analysis
- Business idea generation

We trust that the above is in order and look forward to hearing from you for Implementation

Module 5: Innovation and Business Development

- Innovation concepts
- Creative problem-solving
- Product and service innovation
- Competitive advantage
- Value creation

Module 6: Customer Service Excellence

- Principles of customer service
- Customer satisfaction
- Managing customer relationships
- Handling complaints
- Building customer loyalty

Module 7: Financial and Cash Flow Management

- Introduction to business finance
- Cash flow management
- Income and expenses
- Budgeting
- Financial controls

Module 8: Basic Business Financial Statements

- Income statements
- Balance sheets
- Cash flow statements
- Financial record keeping
- Interpreting financial information

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Module 9: Pricing Goods and Services

- Costing principles
- Pricing methods
- Profit margins
- Break-even concepts
- Competitive pricing

Module 10: Marketing Your Business

- Marketing fundamentals
- Target markets
- Marketing mix (4Ps)
- Promotional strategies
- Digital marketing basics

Module 11: SMART Goals and Business Objectives

- Goal setting principles
- SMART objectives
- Business performance indicators
- Monitoring and evaluation

Module 12: Business Planning

- Components of a business plan
- Resource planning
- Operational planning
- Risk management
- Growth strategies

Practical Skills Component **Calculations and Pricing**

- Cost calculations
- Pricing exercises
- Profitability analysis

Basic Bookkeeping

- Recording transactions
- Managing receipts and invoices
- Cashbook maintenance

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Marketing Project

- Conducting market research
- Developing a marketing strategy
- Presenting a marketing plan

Customer Service Practice

- Customer interaction scenarios
- Complaint resolution exercises

4. Workplace-Based Learning Programme

This WLP is a fusion of academic learning and practical work. The learning is directly applied to the workplace by using client-based mentors and extensive workplace-based portfolio work and assignments. Apart from the obvious benefits of a workplace directed qualification, each WLP qualifies for recognition as a Category B Skills Programme in the Learning Matrix of the Amended BEE codes, which allows for the salaries of participants to be recognized as part of the Skills Development Expenditure.

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