



Entrepreneurship – Module 3

eLearning format (Self-paced)

Whether you are starting a business or are already working in your business – Entrepreneurship has its challenges. Developing essential business skills and accessing coaching through the online Entrepreneurship Training Program© offered by Microbusiness Training Centre Inc. will give you a distinct advantage in the business world. Clients can select individual Modules for \$250.00 each which includes 1 hour of business coaching (\$200 value), **OR** take all 5 Modules which includes 5 hours of business coaching at the package price of \$1200.00 plus GST.

To set up your User Account and arrange for payment, kindly call: 780-482-4490 or send us an email: trainingwarehouse@microbusiness.ca

Every business is in competition and it is important to assess the impact a competitor can have on your business. One of the most important aspects of business is to thoroughly understand who is your customer and then to determine if you are meeting their needs. Conducting market research is critical to flushing out this information. Every business is part of a larger overall industry. By evaluating the industry, you increase your knowledge of the factors that can impact your business.

What Will Participants Learn?

- ✓ Finding a competitive position
- ✓ Who is the competition? SWOT analysis
- ✓ Researching the Industry
- ✓ Understanding the Economic Sector
- ✓ Why do market research?
- ✓ Developing a market survey
- ✓ Conducting market research

What Topics are Covered?

- ✓ Analyzing the Competition
- ✓ Evaluating the Industry
- ✓ Researching the Market
- ✓ Write Your Business Plan

What's Included in Your eLearning Program?

- ✓ Self-paced eLearning
- ✓ 1 Hour of Business Coaching
- ✓ Specialized course materials and resources
- ✓ Personalized certificate of completion

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