



## Entrepreneurship – Module 4

### 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](mailto:trainingwarehouse@microbusiness.ca)**

In business, you must be able to reach your customers. By developing and implementing a marketing strategy you can reach and sell to your customers. Finding and selling to customers online in today's world is essential to some businesses. Determine what your online presence should be and what elements you will implement into your daily operation. Understand the flow of business from staffing, suppliers, location, equipment, zoning, shipping and other factors that impact a customer's experience with your business. Developing good HR practices and hiring the right staff can make all the difference in operating a successful business.

#### What Will Participants Learn?

- ✓ The four P's of marketing
- ✓ Develop marketing approaches
- ✓ Online elements and Social networking
- ✓ Understanding business flow
- ✓ Operations process and procedures
- ✓ Process for hiring employees
- ✓ HR practices and Workplace environment

#### What Topics are Covered?

- ✓ Creating a Marketing Plan
- ✓ E-Business and E-Commerce
- ✓ Developing an Operations Plan
- ✓ Hiring Employees
- ✓ 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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