

5-Day DEDAT Advanced Small Micro Enterprises (SMEs) Training Programme

100 small micro enterprise business owners

November 2018 – March 2019

Day 5

| Timing | Activity | Focus area / Objective / Outcome | Presenter |
|---------------|---|--|-----------------|
| 08h00 – 08h45 | Registration | Marketing | Wesley Clarence |
| 09h00 – 09h15 | Welcome | Introduction and overview of the day | Wesley Clarence |
| 09h15 – 10h30 | Session 1 Presentation of pre-workshop design templates and purpose (Emphasis on market research and knowledge; developing new markets) | Description of current marketing initiatives Detailed marketing spend for past financial period | All |
| 10h30 – 10h45 | Tea break and leg stretch | | |
| 10h45 – 11h30 | Session 2 (Practical training and guidelines) | What is marketing Importance of marketing Consumer behaviour Internet marketing The strategic marketing plan Map out extended 7 P's | All |
| 11h30 – 12h15 | Session 3 (Practical training and guidelines) | Pricing concepts and setting the right price Positioning the firm and product(s) Reflective Practice | All |
| 12h15 – 13h00 | Lunch | | |
| 13h00 – 13h45 | Session 4 (Practical training and guidelines) | New forms of media. Interactivity navigation Value creation New forms of media. Interactivity navigation Value creation | All |
| 13h45 – 14h30 | Session 5 (Practical training and guidelines) (Research mapping exercise) | How to research and access markets Reflective Practice | Wesley Clarence |
| 14h30 – 14h45 | Tea break and leg stretch | | |
| 14h45 – 15h30 | Session 6 (Practical training and guidelines) | Understand the elements of reflective practice in the learning and development | Wesley Clarence |
| 15h30 – 16h15 | Session 7 (Practical training and guidelines) | Use the reflective logs to document experiences and to grow entrepreneurial skills and business prowess | All |
| 16h15 – 16h45 | Reflection and presentation of outcomes of the day | Developing your managerial goals, interventions and business practice | Wesley Clarence |
| 16h45 – 17h00 | Closure and way forward | | Wesley Clarence |