



PHAKAMANI

BUSINESS ACCELERATOR PROGRAM

Jump Start your Business

PROGRAMME PURPOSE

The Business Accelerator Program (BAP) is designed to equip business owners with the skills, knowledge, and tools needed to drive growth and ensure long-term sustainability. The program focuses on key business areas such as finance, marketing, business planning, and ethics, helping participants enhance their operations and develop their business effectively.

MODULES

Module 1: Managing Business Finances

- Implementing financial controls and management techniques
- Interpreting bank statements and managing business accounts
- Applying accounting practices
- Using financial statements to support business growth

Module 2: Tendering for Business

- Preparing and submitting successful tenders
- Understanding tender documents and ensuring compliance
- Calculating unit costs and implementing profit margins

Module 3: Marketing Your Business

- Creating effective marketing strategies
- Identifying target markets and positioning products
- Building customer relationships and promoting products/services

Module 4: Producing a Business Plan

- Structuring a comprehensive business plan
- Outlining business operations, marketing, and financial strategies

- Developing a clear roadmap for business growth

Module 5: Ethics and HR Management

- Understanding business ethics and human resource management
- Reflecting on personal values and their impact on business practices
- Managing recruitment and ensuring compliance with HR legislation

WHO SHOULD ATTEND?

This program is ideal for business owners, managers, and entrepreneurs looking to enhance their financial management, marketing, business development, and human resources skills. It is suitable for anyone aiming to grow and sustain their business.

DURATION OF TRAINING 5 DAYS

ENTRY REQUIREMENTS:

Participants should have basic financial literacy and a Grade 9 pass or equivalent.

LEARNING ASSUMED TO BE IN PLACE

A basic understanding of business operations and financial management.

CERTIFICATION

If a POE is submitted and deemed competent: certificate and Statement of Results showing credits will be issued

If no POE is submitted: a certificate of attendance will be issued by Phakamani Learning Academy

CONTACT DETAILS:

For registration forms or more details, please contact us:

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