

	Module	Case Study	Takeaways	Key Exercises	Weeks
1	Welcome and exploration		Be comfortable with the way forward		1
2	Business Ideas and opportunities	Car repair	Identify ideas Evaluate ideas make plan "B"	Determine the market Determine their willingness to pay	2
3	In which name should I do it?	Can I lose everything?	Know which legal entities to use	Determine the right legal entity for your business	2
4	What do I need to know about the industry?	Look around	What does the law require for my business What are my opposition doing?	Determine the right framework for compliance	2
5	Accounting, banks and money matters	How to I keep tabs?	Know how to keep books and how to invoice	Determine your continued profitability	2
6	Running a business	The practical steps in starting a business	Place Equipment Trade marks Appointing people Guarantees Insurance Stock Technology	Determine what you will need and the costs thereof	3
7	Marketing	Where do I get clients?	Know how to market my products	Will my target market know about me?	1
8	Negotiations	I want a bargain	Negotiate and win	Know the 4 steps in negotiating	1
				Total duration	14