

STARTING A BUSINESS



Workshop Focus:

DO YOU WANT TO START YOUR OWN BUSINESS?

MOST PEOPLE FAIL IN BUSINESS BECAUSE THEY MAKE AVOIDABLE MISTAKES...

THIS WORKSHOP TEACHES WHAT THOSE MISTAKES ARE AND HOW TO AVOID THEM.

The Starting a Business Workshop is specifically designed to empower individuals who want to start a small to medium-sized business or who are already operating one in Lebanon. Successful business ownership requires not only choosing the right type of business but an understanding of legal requirements, accounting, management, and marketing. A business plan pulls all these components together. The workshop includes facilitator-led instruction, small group work, on-line learning, and an individual project. Group exercises, case studies, discussion forums, on-line materials, and rich media resources will help you apply knowledge to real-life situations.

Expected Outcomes

Starting a Business is a practical, comprehensive workshop on how to successfully start and operate a business in Lebanon. Upon completion, you should be able to:

- Evaluate business potential
- Prepare a business plan
- Determine the information and communication technologies needed
- Decide on a business organization structure
- Identify the appropriate licenses and permits needed
- Determine the type of insurance needed
- Select a business location and negotiate its lease
- Manage business accounting activities and track cash flow
- Finance the venture by acquiring startup capital
- Set up an E-Commerce site to sell online
- Buy an existing business or franchise
- Recruit, hire, train, manage, and motivate employees
- Develop a marketing plan and put it into action
- Use the Internet for online marketing
- Manage purchasing and inventory control
- Prepare for opening the business
- Expand the business and handle problems
- Conduct trade outside Lebanon

AUDIENCE

This workshop is designed for entrepreneurs who are thinking about starting a small to medium-sized business or who are already operating one in Lebanon.

FACILITATOR AND GUEST SPEAKERS

Starting a Business is delivered by a successful Lebanese entrepreneur. The workshop includes multiple presentations by guest speakers and workshop advisors who are regional and local entrepreneurs or experts on specific workshop topics.

INSTRUCTION

The total workshop duration is 55 hours and includes facilitated discussions, group exercises, case studies, and online workshop materials.

WORKSHOP MATERIALS

All individuals who participate in the workshop benefit from the specific workshop materials, as well as ongoing access to Cisco Entrepreneur Institute resources, including:

- **Entrepreneur Oasis Website** – *Connecting entrepreneurial people, ideas, and resources.*
- **Cisco eTube** – Hundreds of helpful business videos, case studies, best practices, and more, including video clips of successful Lebanese entrepreneurs.
- **Simulations** – Gain business experience risk-free with our business simulations: realistic, fun, and effective learning.

WORKSHOP SCHEDULE

To find out when the next workshop is scheduled, contact AMIDEAST or check the Cisco Entrepreneur Institute link on the AMIDEAST/Lebanon page of the website. Workshop meeting dates and times are flexible to accommodate the needs of people who are already running businesses and those who want to launch new ventures.

FEE

This workshop, materials, and resources were developed by Cisco as part of its corporate social responsibility commitment. All Cisco Entrepreneurship Institute partners, including AMIDEAST, do not profit from the workshops. The fee for attending the workshop is set to cover the costs of providing this workshop. Current workshop fees are on our website.

VENUE

AMIDEAST Training Center, Bazerkan Building in Downtown Beirut

All Cisco Entrepreneur Institute workshops were developed by globally recognized experts in business and include media-rich and business relevant content

Cisco Systems, Inc.

Stanford Technology Ventures Program

Entrepreneurship@Cornell

My Own Business, Inc.

Participants in each workshop receive a Cisco Entrepreneur Institute certificate.



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