

Entrepreneurship Programme

Start-up Stage

OVERVIEW OF BCCI

Since its inception in 1939, the Bahrain Chamber of Commerce and Industry (BCCI) played a prominent role in shaping the national economy of Bahrain and creating a vigorous private sector.

It has kept abreast of the fast-paced economic and social developments, and consolidated its efforts to stimulate the growth and expansion of the private sector and empower its role in the economic development of the country alongside the public sector.

The confidence bestowed upon the chamber by the wise leadership reinforced its influence on economic decisions and streamlined its endeavor to create an attractive ecosystem that fosters the flourish of businesses. In addition, the growing base of its members contributed to reinstating its standing as the sole representative of the private sector and an advocate of its interest

OVERVIEW OF BIBF

The BIBF is a semi-government training institute affiliated with the Central Bank of Bahrain, established in 1981. It plays a vital role in the training and development of human capital in Bahrain, the wider Middle East, North Africa and beyond.

The BIBF's commitment to excellence has strengthened its position as the leading educational provider across all major business disciplines. The Institute serves as a partner to numerous world-class institutions; delivering Thought Leadership, Assessment and Training in the areas of Banking, Islamic Finance, Executive Development, Accounting & Finance, Academic Studies, Leadership & Management, Insurance, Digital Transformation and Communication, Project Management and Supply Chain Management; resulting in a complete business solution.



OVERVIEW OF MODULES FOR START-UP

START-UPS MODULES

Self Empowerment

In this programme participants will be able to develop their personal abilities, improve their thoughts and behaviours and build competencies in relationship building

1 DAY
(5 HOURS)

The Entrepreneurial Eco System and Support

Participants will gain insight on the role of entrepreneurship in the economy and the role of different entities in Bahrain in promotion of entrepreneurship. They will also begin to evaluate their business idea and understand the necessary laws and processes to help set up their business in Bahrain.

2 DAYS
(10 HOURS)

Strategic Planning and Stakeholder Management

Participants will gain the skills necessary to set strategic objectives, analyze the business environment, manage stakeholders effectively, and construct a strategic plan.

1 DAY
(5 HOURS)

Finance for Entrepreneurs

This session will focus on providing the entrepreneurs with the necessities and best practices to finance their startups at the initial stages. This will include looking at the investment from the Investors point of view, pitching the business idea, and securing funds for the startup.

2 DAYS
(10 HOURS)

Marketing for Entrepreneurs

A statistical fact is that half of all small businesses fail within the first five years. This gloomy statistic highlights the fact that Marketing & PR can make all the difference, by providing the tools to promote the new business to potential clients.

1 DAY
(5 HOURS)

Digital Trends for Entrepreneurs

Participants will learn about the digital trends that can support their business and can be utilized to transform their operations to better serve customers and accelerate the business growth.

1 DAY
(5 HOURS)

Creating a Successful Business Plan

In this module, a Good Business Plan, which is the Foundation of any new project for Entrepreneurs is discussed, as the key document for communicating the business to all stakeholders; Entrepreneurs, The Team, and Investors.

1 DAY
(5 HOURS)



Self Empowerment

Empowerment is about equipping people to be able to take control of themselves by making positive choices and setting personal and business/career goals. Developing self-awareness, an understanding of their strengths and weaknesses - knowing their own limitations is key to personal empowerment.

CONTENT HIGHLIGHTS:

- ▲ **Personal Excellence**
Self Development, Consistency, Resilience and Adaptation, Accountability and Commitment, Law Obedience, Communication and Influencing, Team Work
- ▲ **Paradigm Shift**
Analytical Thinking, Forward Planning, Knowledge Management, Analyzing and Evaluating, Judgement and Decision Making
- ▲ **Creative Practice**
Creative Thinking, Inspiring Others, Risk Taking, Attention to Details, Resourcefulness, Reflective Practice
- ▲ **Relationship Building**
Valuing Contribution, Encouraging Involvement, Managing Expectation, Role Modeling, Maintaining Confidentiality, Collaboration, Promoting Ownership



LEARNING OUTCOMES

- ▲ Develop self awareness and self critique.
- ▲ Develop personal abilities and thinking to lead to personal success.
- ▲ Develop competencies in relationship building.



DURATION

1 Day
(5 Hours)



The Entrepreneurial Eco System & Support

Participants will gain insight on the role of entrepreneurship in the economy and the role of different entities in Bahrain in the promotion of entrepreneurship. They will also begin to evaluate their business idea and understand the necessary laws and processes to help set up their business in Bahrain.

CONTENT HIGHLIGHTS:

- ▲ **The Entrepreneur - Characteristics of an Entrepreneur.**
- ▲ **Entrepreneurship & The Economy.**
 - The Role of Entrepreneurship in the Economy
 - Promotion and support of Entrepreneurship-The Role of:
 - Government
 - Financial Institutions
 - Local Industries
- ▲ **Evaluating and Validating the Business Idea.**
- ▲ **New Business vs Transfer of Ownership.**
- ▲ **Engaging Legal Expertise.**
- ▲ **Company Registration & Legal Obligations.**
- ▲ **Key organizations and associated laws: LMRA, MOL, BCCI, EDB, E-Gov and Tamkeen.**



LEARNING OUTCOMES

- ▲ Demonstrate an understanding of the entrepreneurship eco system in Bahrain.
- ▲ Identify the legal process for establishing a business.
- ▲ Understand the systems of support for Entrepreneurs in Bahrain.



DURATION

2 Days
(10 Hours)



Strategic Planning & Stakeholder Management

Participants will gain the skills necessary to set strategic objectives, analyze the business environment, manage stakeholders effectively, and construct a strategic plan.

CONTENT HIGHLIGHTS:

- ▲ Apply the strategic planning process to a business idea.
- ▲ Analyzing the present business and competitive environment and identify opportunity using business tools (Porters 5 forces, PESTLE, SWOT).
- ▲ Writing strategic aims and objectives for a new business
- ▲ Undertake stakeholder mapping and manage stakeholder expectations.
- ▲ Support a business plan with strategy.



LEARNING OUTCOMES

- ▲ Apply strategic tools to a business idea.
- ▲ Align strategic objectives with the business environment.
- ▲ Understand the importance of stakeholder management.



DURATION

1 Day
(5 Hours)



Finance for Entrepreneurs

This course is for aspiring or active entrepreneurs who wants to understand how to secure funding for their company. This course will demystify key financing concepts to give entrepreneurs and aspiring entrepreneurs a guide to secure funding.

CONTENT HIGHLIGHTS:

- ▲ **The Early Stage Investment Landscape**
 - The investment landscape
 - How investors and lenders evaluate new ventures
 - Key terminologies and principles for Non-Finance Entrepreneurs
- ▲ **Sources of Capital for the Early Stage Company**
 - Friends and Family, Angel Investors, Venture Capitalists, etc.
- ▲ **Getting Funded – Steps in the Funding Process**
 - Techniques and Tools to secure funding
- ▲ **Pitching Investors and Closing the Round**
 - How to pitch your idea



LEARNING OUTCOMES

- ▲ Understand how to finance a small business.
- ▲ Analyse the potential sources of funding.
- ▲ Demonstrate an understanding of how to pitch your business and what investors look for.



DURATION

2 Days
(10 Hours)



Marketing for Entrepreneurs

This module provides an understanding of how marketing communications can be used in practice to engage with customers. It enables appreciation of the customer and considers the importance of the nature of relationships and how they are managed and monitored. Participants will gain knowledge and understanding of the purpose and process of marketing communications and the range of tools available. They will also explore how to develop a successful marketing communications campaign and learn how the campaign can be put into practice.

CONTENT HIGHLIGHTS:

- ▲ **What is marketing and the 7Ps?**
- ▲ **Defining customers**
- ▲ **Segmenting, Targeting and Positioning**
 - Customer profile characteristics
 - Customer lifetime value – current and future (CLV)
 - Customer lifecycle groups
 - Customer behaviour in response and purchase
 - Customer channel preference
- ▲ **Consumer Buying Behaviour**
 - Developing & Managing Customer Loyalty
- ▲ **Conducting Market Research**
- ▲ **Marketing Channels**
- ▲ **Executing a corporate marketing plan**
 - Traditional & Digital Marketing & PR Tactics
 - Metrics to evaluate traditional and digital marketing tools



LEARNING OUTCOMES

- ▲ Outline the purpose and process of marketing.
- ▲ Understand the nature and importance of customer relationships.
- ▲ Understand the range of different marketing communications tools available.



DURATION

1 Day
(5 Hours)



Digital Trends for Entrepreneurs

This course aims to enable participants to understand and explore the different digital trends and gain insights on the current technology landscape. Through this course, participants will be able to expand their understanding of the potential technologies that can be utilized for their business ideas and the possible impacts of the explored technologies.

CONTENT HIGHLIGHTS:

- ▲ **Digital Trends that can reshape your business:**
 - Why Digital Transformation Matters for your Business
 - Learn about the Digital Trends and their implications:
 - o FinTech
 - o Cloud Computing
 - o Internet of Things
 - o Digital Banking
 - o Blockchain
 - o Artificial Intelligence
- ▲ **Customer experience through effective utilization of digital trends**



LEARNING OUTCOMES

- ▲ Learn about the key digital trends that can support their business.
- ▲ Learn about the possible applications for various digital trends.
- ▲ Understand the importance of Digital Transformation to support their entrepreneurship journey.



DURATION

1 Day
(5 Hours)



Successful Business Planning

This course enables participants to bring together all the aspects of their business into a plan that clearly outlines the unique value proposition of their business and can be used to attract funding and business support.

CONTENT HIGHLIGHTS:

- ▲ **How to Research the Business Idea**
- ▲ **How to write a Business Plan**
 - Executive Summary
 - Introduction
 - **What Is Value Proposition?**
 - The Market
 - **What is the Market In Which the Business Operates**
 - Building on PEST and SWOT in your plan
 - Market Strategy
 - Financials
 - Management Structure
 - Production And Operations
 - Appendices
 - Cash Flows
 - Balance Sheet
 - Profit and loss account.
 - Promoters CVs etc



LEARNING OUTCOMES

- ▲ Understand the components and purpose of a business plan.
- ▲ Consider the business plan from the perspective of funders and investors.



DURATION

2 Days
(10 Hours)



Passion, creativity, and resilience are the most crucial skills in business. If you've got those, you're ready to embark on the journey



- Jo Malone
Founder of Jo Malone

Register Now!

For information and to register
please contact

 (+973) 1781 5555

 bcci@bibf.com

 www.bibf.com