



PurpleGrowth

consulting. training. coaching.



**ENTREPRENEURSHIP &
ENTERPRISE DEVELOPMENT**

SKILLS TRAINING



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ABOUT PURPLEGROWTH

Established in 2016, PurpleGrowth provides customised training solutions to clients across sectors. We draw on deep knowledge, international experience and track records of established academics and industry practitioners to deliver value-adding and measurable interventions. We are a Level 1 BEE company, accredited by the Services SETA (Services SETA Accreditation No: 12704).

COURSE OVERVIEW

The main objective of this intervention is to train entrepreneurs to become better equipped, knowledgeable and skilled in running their businesses or in starting up new business ventures. The training will be delivered by facilitators and business coaches with strong academic background as well as industry and business ownership experience.

WHO SHOULD ATTEND

The training is mainly targeted at entrepreneurs with a registered business that is already trading as well as individuals with a viable business idea and are showing commitment to get into business in the near future.

DELIVERY APPROACH

- Interactive with structured exercises allowing for immediate application into one's business.
- There will be fun and entertaining elements as well, to ensure delegates are kept interested and engaged throughout the duration of the programme.

COURSE DURATION

The training will be delivered over 3 days. Attendees will have a choice of attending in consecutive week days or three Saturdays.

KEY TOPICS TO BE COVERED INCLUDE (BUT NOT LIMITED TO)

- Characteristics of a successful entrepreneur
- Environment of business ▶

- Viability of business ideas and market opportunity analysis
- Building a compelling value proposition
- Business model design
- Putting together a winning Business Plan
- Small Business Legal & Compliance basics
- Negotiation skills
- Essentials of Marketing & Sales
- ABC of applying for government and private sector tenders
- Cost Management & Budgeting
- Overcoming business growth pains
- Entrepreneur personal development plan

LEAD FACILITATORS

Mzoxolo Gulwa (Founder & CEO, PurpleGrowth)

A sessional lecturer at two leading business schools, Mzo has extensive experience and is well read in Enterprise Development & Entrepreneurship. He also brings his own experiences in business. He lectures on topics such as Strategy, Competitor & Industry Analysis as well as Leadership. His qualifications include: Master's in Commerce: Business Management (UJ), Management Advancement Programme (WBS), Programme in Marketing Management (UNISA) and a Certificate in Competitive Intelligence Certificate (University of Pretoria).



Dr Jacqui Carnelley

Jacqui is an experienced branding and marketing professional with over 20 years of experience. She has held director-level marketing roles at various blue chip companies including as SABMiller, Famous Brands and Standard Bank for local and global markets. Her experience spans diverse categories (beverages, financial services, FMCG, QSR) and geographies including both developing and developed countries (South Africa, Rest of Africa, North and South America, Eastern Europe). She has recently completed her doctorate at GIBS which explores the ways in which superior marketing capability is built in different product-market contexts such as business to business (B2B), business to consumer (B2C), goods and services environments.

YOUR INVESTMENT

The cost of attendance per attendee for this particular course will depend on the number of days and number of delegates from the corporate client.

Certificate

Attendees will have a choice of an Attendance Certificate or an accredited Competency Certificate (if they take an assessment and meet other requirements of the Services SETA).

Contacting us

Get in touch with us to discuss your training needs. We will be happy to prepare a quote based on your needs.

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