



## Enterprise Development Programme

### Introduction

Small and Medium Enterprises (SMEs) operation cut across almost all sectors of the economy and sustain the majority of households. Their activities form a breeding ground for businesses to thrive and provide one of the most prolific sources of employment.

This is a 16 weeks course that takes place once a week. It is tailored to meet and solve some of the needs and challenges SMEs face.

The course is hands-on and participant-centred.

Through the use of locally developed business case studies, participants are engaged in discussions enabling them to develop problem-solving and good decision-making skills.

**SMEs are among the leading drivers of growth, innovation, and employment in most parts of Africa. They represent more than 80% of businesses in Kenya and employ up to 75% of the active working population.**

**Join us to develop your entrepreneurship competencies and gain best practice insights to effectively manage the growth of your venture.**

### Programme Objectives

**The programme aims to give entrepreneurs tools and skills to:**

- recognize and take advantage of business opportunities
- expand their potential by growing and scaling up their businesses
- develop socially responsible and viable businesses
- develop innovative practices
- foster successful business entrepreneurship in the region



## Executive Education

### Target Participants

This programme is highly recommended for entrepreneurs running small and medium-sized enterprises in all sectors.

It is ideal for founders and owners of SMEs with:

- an annual turnover of Kshs. 3 million
- 3 or more employees
- in business for over 3 years

### Programme Delivery

The course is designed as a 16-week programme divided into part 1 and 2.

After each module participants are required to implement key learning and give feedback on their experiences.

The programme also entails business visits where we visit your business together with your classmates.

In the business visit activities, we help you solve some of the problems your business is facing.

**The mode of delivery is physical.**

### Key Focus Areas

**Stage One:** (first 8 weeks):

- Developing a competitive strategy for business
- Developing a competitive business plan
- Use and value of financial records
- Cash flow management
- Understanding the legal environment for small business
- Product design and development decisions
- Understanding taxation for small businesses
- Business ethics and social responsibilities

**Stage Two:** (last 8 weeks):

- Managing business resources
- Business pricing and costing strategies
- Financial management
- Developing a winning marketing strategy for business
- Making business operations better, faster and cheaper
- Enterprise risk management
- Using technology for competitive advantage
- Emerging business opportunities

For more information on the programme and application process, please write to Magdalynne on [eeopenprograms@strathmore.edu](mailto:eeopenprograms@strathmore.edu) or [mnjoki@strathmore.edu](mailto:mnjoki@strathmore.edu)  
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