

# MFRC – Self-employment Workshop

Evening 7:00 – 10:00

Time	Topic	Instructor's guide	length	ho	?
7:00	Welcome	Ice breaker	10 min	y	RV
	Overview	A to Z of Entrepreneur	5 min	y	V
7:15	Characteristics	Entrepreneurial comparison	30 min	y	R
7:45	Trends	Effect on small business	15 min		V
8:00	Core Concept	Paragraph to 7 word core concept	15 min	Y	R
8:15	Break				
8:30	USP and Image	Developing a USP	10 min	Y	V
8:40	Legal forms of Bus Organization	Sole, partnership, Incorporated	10 min	Y	R
8:50	Registering a Business/Name	Costs and location	10 min	Y	R
9:00	Market Research	What and how Primary and secondary Data	20 min	Y	V
9:20	Marketing	Advertising, PR, Promo, publicity Ten tips to advertising	10 min	Y	V
9:30	Business Plan	Outline and overview	25 min	Y	R
9:55	Q & A		5 min		RV
10:00	fini				