



BUYOLO
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Business Management Training in Knysna

Client

Department of Economic Development and Tourism

Objectives

The three-day workshop aimed to assist delegates to develop business plans, market their own businesses, keep proper financial record, more effectively cost their products and analyse financial statements.

Tactics employed

- Understanding the background of learners
- Facilitator presentation, group exercise and discussions in class as well as personal interaction between trainees
- Tools and techniques as well as samples of case studies were provided to help delegates achieve the outcomes.

Outcomes

By the end of the programme, the entrepreneurs

- ❖ had better insight regarding marketing and market access
- ❖ had more confidence regarding market research methods
- ❖ had better insight into costing methods and models
- ❖ had more confidence about pricing methods and models
- ❖ had more information about the process of budgeting
- ❖ had acquired basic bookkeeping skills
- ❖ understood how to analyse financial statements
- ❖ were able to identify critical steps when starting a business
- ❖ understood the components of business planning

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- ❖ had better insight on writing their own business plan
- ❖ had more insight on operations management for running a business
- ❖ realised how systematic bookkeeping and financial practice could support a business strategy, and were able to make financial projections.

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