



Action plan of training course

“small projects owners move forward”

The target of training:

- A) How to establish micro Enterprises
- B) Discover Own and environmental resources and exploit it
- C) Production and marketing skills and feasibilities studies

Content:

The first day of training Thursday 19th April 2018

- Registration of participants and division of training file.
- Introduction between trainees and trainers.
- Promote gender equality
- Gender roles
- Self assessment
- The trainees introduced themselves, their experience and their ideas for future

The second day of training Friday 20th April 2018

- Dividing them into two groups and select the leader of each group
- Explanation of the top 10 features to project success
- Exercise (Making a necklace)

- Discuss and explain the mistakes they made in the stages of making the product (necklace) and how to marketing it and how to fix the price depending top 10 features
- How to set specific and own objectives and project objectives
- Exercise (project plan)
 - Selection of project location, the reasons of this selection and the criteria of selection
 - (Target): acquire skill of selection of location and the environment for a successful Project
- Case study Model (Mrs. Maha) and explain it through story
- Project environment and the importance of network of relationships in marketing and access to resources
- How to choice the project suitable for the social and economical environment
- Notes on role-playing

The third day of training Saturday 21st April 2018

- Summary of the second day
- Exercise (marketing mix)
- Identify the elements of market, introduction on marketing and how to market successfully
- Role playing on marketing exercise
- Brainstorming of projects' ideas
- Criteria of selection and evaluation of projects
- Final filtering of project ideas
- Production cycle of project (feasibility study)
- A detailed example (Poultry farming Project)
- Importance of registration and financial audit
- Importance of allocate a share of profits as a salary as well as capital
- Scamper exercise
- Explain the techniques of exercise 7
- Distribution of tools to groups and apply the techniques of exercise 7 (enlargement, miniaturisation, merging, removal, replacement, rearrange and other uses)
- Every group presented their final product and explained the used techniques of scamper exercise

- The target of exercise: using scamper techniques to develop and improve the project and avoid losses
- Exercise (ball of strings web)
- Importance of network and social relationships
- Importance of surrounding elements that have an impact on the project
- The aim of Project: reiterated the importance of all elements of Project

Practical training:

Use of the technique of working in groups during workshop

- Necklace
- Scamper
- Map
- Strings web

Outputs:

- 1) Trainees have better vision for the future and practical steps
- 2) Knowledge of foundations for set up a project and basic elements of it.
- 3) How to know the financial audit of any project and how to undertake a feasibility study
- 4) Research on market and economical status and its importance to choice the project
- 5) Importance of selection of project location
- 6) exploit the own and environmental resources to project success
- 7) Importance of network and social relationships
- 8) Identify gender role
- 9) Elements of surrounding environment and the negative or positive effects on the project and how to deal with it

Potential for improvements

Increase training days to know all necessary aspects to establish and success the project

Proposals:

- 1) Retraining in a more sophisticated manner in coming days
- 2) Increase the length of training
- 3) Increase practical training because of its effectiveness and positive effect in providing trainees with information

4) Increase of the length of introducing trainees with themselves and their experience