



Centre for Enterprise



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INTRODUCTION

By combining the strength, of SACOMA CENTRE FOR ENTERPRISE (SACOMA CfE) and the SACOMA BUSINESS INCUBATION PROGRAMME we can help you succeed.

Whether it's helping individuals set up and run a business or helping existing business to grow, we are committed to providing services that make a positive difference to both people and organisations. We take pride in the work that we do , and those that we work with. We specialize in business advice, support and development. All are designed to keep you at the cutting edge of key business theories and practices, ensuring that you stay one step ahead of the competition.

Our on-going investment, collective knowledge and commitment of the entire team ensures total customer satisfaction is achieved time and again.

At SACOMA CfE you can:

- Enjoy access to the most comprehensive business resource
- Get impartial information and business support
- Use our innovate diagnostic tool to highlight challenges in your business
- Gain access to our extensive global business networks
- Attend workshops, conferences, seminars and other learning events
- Access training opportunities and subscribe to our regular free e-newsletter.
- Access to finance

Whether you are looking for intensive support or a regular business check, our qualified business advisers will provide you with the support you need. We work with SMEs, individuals and organisations, in the private, public and voluntary sectors. Our passion is to help you run your business best, be more profitable and become a visionary company that is BUILT TO LAST.

To make your business go places, make SACOMA CfE your first port of call:
+254 (20) 4343991 or email admin@sacomacfe.com

HELPING PEOPLE TO START AND RUN SUCCESSFUL BUSINESSES

Self-employment is not an easy option and it takes a lot of hard work to be successful, but it is rewarding. We specialise in helping people to start and to grow successful businesses and have already helped thousands of people to realize their dream of setting up their own business.

We provide the advice, support and guidance that is needed to get a business idea off the ground. From writing the business plan, preparing costing, producing sales, profit and cash flow forecast, sign posting sources of finance and test trading once the business is up and running, people get the full benefit of our business counselling and advice services. Our trained business advisors work with individuals and take into account their experience, skills and circumstances to ensure that our support fits their needs.

We continue to support individuals to ensure they can deal with the challenges they are faced with and successfully grow their business in the future. Our clients can call for free business advice and support at any time and can be rest assured that even if we can't answer all their questions, we'll put them in touch with someone who can.



GROWING BUSINESS

For existing businesses:

SACOMA cfe can help you develop your business and achieve your potential. Whether you are looking to expand into new markets, develop a new product, or improve your efficiency, we have experienced business advisers who can guide and support you every step of the way.

We have a range of services to support you:

- Assessing current performance
- Setting a vision for growth
- Planning how to grow
- Financing growth
- Growth through product development
- Growth through International markets
- Growth through technology
- Growth through market positioning
- Managing risk
- Leading staff through growth
- Reviewing business performance
- Performing diagnostics and reviews
- Developing, writing or reviewing strategic business plan

We recommend you meet with one of our business advisers for a one-to-one diagnostic session. Contact us on +254 (20) 4343991 or email admin@sacomacfe.com to book an appointment.

BUSINESS INCUBATION PROGRAMME

Sacoma CfE business incubation is designed especially to help people with an idea for business, in the early stages starting a business or determined to grow. We provide business incubation to nurture, encourage faster growth and greater survival rates of Small to Medium Enterprises (SME) with growth potential. We provide Incubation package with a business support 'menu' and hot-desking facilities or managed work space.

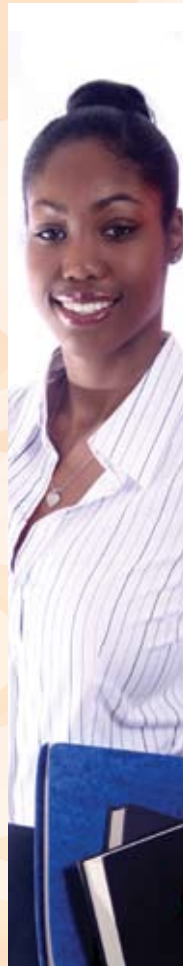


The SACOMA business incubator network is also a contacting point to international partners.

For more information please Contact us on +254 (20) 4343991 or email admin@sacomacfe.com

BUSINESS COACHING AND MENTORING

The term coaching is synonymous with the world of sport. Much like sport, the role of a coach in the world of business and commerce is to train a client in their field to reach their potential and achieve maximum results. At SACOMA CfE we exist to assist and remove personal barriers that prevent entrepreneurs from fulfilling their dreams. Coaching programmes are tailored to suit clients. Through coaching and mentoring, we identify and address the core challenges that limit the entrepreneur's ability to effectively grow their business and opportunities.



Coaching can take two forms:

- Where an individual comes to a coach for advice on business-related issues,
- Where a company employs a professional to coach its employees in-house.

The range of issues that a coach might address would be, for example:

- Identifying core competencies and interests.
- Improving motivation and passion.
- Developing better leadership/management skills.
- Reviewing career path options.
- Improving interpersonal communication.

Coaching can also be used to give you the space to explore ideas and strategies in a safe and supportive environment that helps you to break through limiting beliefs, emotions and habits that hold you back.

- Is your business at the crossroads?
- Do you lack vision for your business?
- Do you feel stuck trying to come up with ideas or work out how to put them into practice?
- Do you wish you could be more resourceful?
- Do you have doubts about your ability to generate new ideas?

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BUSINESS START UP AND BUSINESS PLANNING TRAINING

PREPARING FOR ENTERPRISE

This is useful for all people setting up a business, or who are thinking about starting their own business. The qualification is built around your business and is practically based on the portfolio built from a business idea you have. You have to develop material in five key business areas to explore your business idea:

- Prepare Yourself For Business explores the soundness of your business idea.
- Prepare To Start And Run Your Business works out what you need to do to start the business.
- Prepare For The Relevant Regulations And Laws For Business examines how the law will effect your business.
- Prepare The Marketing and Sales Of The Product Or Service deals with the marketing of your business
- Prepare For The Financial Needs Of The Business covers the financial aspects of your business.

Linked To Interactive CD-ROM, this includes a fully interactive spreadsheet model which helps explain the concepts of: Financial assumptions, Cash Flow Forecasts, Profit and Loss Forecasts, Balance Sheet Forecasts

If you are interested in taking this qualification, please contact us on +254 20 4343991 or email admin@sacomacfe.com.



STRATEGIC THINKING AND BUSINESS PLANNING

This course aims to:

- Enable participants to focus their current business/organization activities into short, medium and long term strategies and develop a workable plan for both internal and external uses.
- Provide an understanding of the elements of control within a business
- Enable participants to focus on key pressure issues affecting their organization

The course will examine:

- Strategic planning and business planning
- The environment in which an organization operates
- The key steps of the business planning process and cycle.
- Different types of strategies and making strategic choices
- The strategic plan and business plan and relating the plan to corporate strategy and objectives
- Resources required and how to put together the budgetary aspects of a business plan
- Governance structures which fail

By the end of the training it is expected that participants will:

- Develop a working understanding of entrepreneurial planning and business innovation
- Identify the key steps of the business planning process.
- Understand the key elements of business planning and be able to distinguish between what is a Strategic Plan and a Business Plan and appreciate the importance of the two concepts

WORKFORCE DEVELOPMENT

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HELPING EMPLOYERS TRAIN THEIR STAFF

Well trained staff don't just do things right, they also do the right things!

Training can make staff aware of what actions cost a company money and those that add value to the business. So it is not just a question of improving efficiency and eliminating errors, it is also about recognizing the activities that make the most money and have the highest margins. Our range of programmes and services ensure that both new and existing members of staff have the right knowledge and skills to enable them to deliver business goals. This might include programmes of development leading to nationally recognized qualifications, or shorter training courses covering specific issues such as Customer Care, ICT, Food hygiene, First Aid, Health and Safety at work place.

We also offer a range of management and team building courses, assisting individuals to improve managerial skills. Younger staff members are given the chance to undertake an apprenticeship that gives them the right skills and training they need to do a particular job, learn on the job, build up knowledge and skills and gain qualifications such as Business Administration, Leadership, Fund Raising and Marketing etc.

By working closely with employers we identify and ensure the skills need of their staff are understood and deliver training and assessment to meet these needs. Whatever development activity is required, employers can be sure that it will be the right one for their business and its people and they will be developing a workforce with the skills their business needs to succeed.

IN-COMPANY COACHING PROGRAMME

- Coaching skills for managers and leaders. We can facilitate a bespoke version of Inspired Coach Level 1 for a group of managers and leaders within your organisation. This programme will give experienced managers a whole new set



of skills in performance coaching, and access to highly effective coaching tools that can be used with reports and colleagues.

NETWORKING, CONNECTIONS, CONFERENCES AND SEMINARS

With our presence in Europe and Africa SACOMA CfE closely cooperates with the public and private sector delivering complete and customer-tailored solutions for our clients. We help our clients to form strategic alliances with relevant organisations, businesses, individuals in Kenya and abroad. We empower entrepreneurs by directly connecting them with established business professionals – who provide knowledge, experience, mentoring, networks and resources.

We offer a place to network, places meet, make new contacts and create new business, share experience and gain new knowledge, to discuss, draw inspiration, develop, present, define, achieve, aspire, envisage, shine and advertise your services. Our extensive network and partnership includes institutions such as Banks, Business venture-capitalist networks, business angels, professional advisors, institutions of learning, Customer-based networks and many more.

We organise a range of conferences, seminars and other learning events, all designed to keep you at the cutting edge of key business theories and practices, ensuring that you stay one step ahead of the competition.

Business cluster development programme:

If you see benefit in networking and co-operating with other businesses and organisations related to your industry, our cluster development programme may be able to help you. We provide cluster building tools.

If you are interested in taking part in this course contact us on +254 20 4343991 or email admin@sacomacfe.com.

BUSINESS ADVISOR TRAINING

BUSINESS SUPPORT STANDARDS ACCREDITATION COURSE

This is a practical course where potential advisers are assessed for accreditation against actual business Start-up clients by qualified and experienced SACOMA CFE staff. This course is for those business advisers / managers who seek to be fully acquainted with the business support standards.

The training covers both the theory and practical experience of dealing with real life start-up clients.

Successful candidates will have the opportunity to register for membership with SACOMA CFE association of business advisors.

Suitable candidates for the course are:

- Bank branch managers or ex-managers.
- Financial advisors with SME experience.
- Self-employed consultants.
- Development staff with special enterprise roles.
- Teachers of enterprise having commercial / industry experience.

Course Structure:

All potential candidates will be asked to attend a pre course interview with a SACOMA CFE, qualified experienced Business, Adviser / Senior Trainer or Director.

Pre Course introduction supplied to candidates:

- Each booked attendee will receive a course syllabus
- A SACOMA Business Start-Up CD ROM
- Related standards
- A SACOMA code of conduct

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BUSINESS MENTORS ACCREDITATION COURSE

You are, or have been, a successful business person, and now offer your time to help those who are starting in the business world to succeed. However, how do you prove to a sponsoring organisation, or to a mentee, that you have the business knowledge and mentoring skills to be able to assist them? As a successful business person you too can help someone become successful. Get accredited to become a professionally recognized mentor.

This is where the SACOMA Business mentor Accreditation Programme can help. SACOMA has developed a business standard called "Support Clients by Business Mentoring"

The Accreditation is available at two levels:

1. The Mentoring Award is for evidence of competence assessed against the standard.
2. The Mentoring Certificate requires evidence, including case studies, of the full range of mentoring skills having been developed and assessed against the standard.

The Process:

The process involves six steps before the evidence is verified. After all the evidence has been gathered by SACOMA's approved verifier, and the sponsoring host organization, review the results and, if appropriate, a certificate is awarded.

If you are interested in becoming accredited then please contact us on +254 20 4343 991 or email: admin@sacomacfe.com

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