

DBI/STC/Invnt/2020/10

February 23, 2020

Subject: **Invitation to attend or nominate participants in the Training Course on “How to Establish a New Business”, (13-14 March, 2020; 10:00 a.m. to 05.30 p.m.)**

Dear Sir/Madam

I have the pleasure to inform you that **DCCI Business Institute (DBI)** is going to organize a Training Course on: “How to Establish a New Business”, during 13-14 March, 2020. Most entrepreneurs are not adequately prepared to go into business. While they have the motivation, desire and talent, they may not have taken their time to properly investigate and research the business they are interested in starting. Success in small business starts with decisive and correct opening moves. On the other hand, those who are already in business, which a small entrepreneur should be able to identify and do the needful to optimize the gain have been facing various problems in its operation. Each business has got its own strengths and weaknesses. These two variables determine the success or failure of business enterprises. In order to familiarize the significance of these intricacies in doing business DBI has offered this course.

Training Course on: How to Establish a New Business

Date & Duration: 13-14 March, 2020 (10:00 a.m. to 05.30 p.m.);

Venue: DBI, Dhaka Chamber Building (11th Floor), 65-66 Motijheel C/A, Dhaka-1000.

Objective: The objectives of the course is to acquaint the participants with knowledge and skills in identification of appropriate business/enterprise; determining capacity, volume and standards for operating a business; and make them conversant with pragmatic planning and management of a business in order to generate internal surplus and make it sustainable.

Course Contents: Identification of strengths and weakness of entrepreneur and business; Forms of business organizations; Appropriate size, Location and legal Aspects of business; Business planning and control; **Making a Strategic Plan:** SWOT (Strengths, Weakness, Opportunities, Threats) Analysis; **Writing a business plan:** considerations in business plan writing, steps in business plan writing; Executive summary of a business plan, Concluding remarks, action planning; Implementation: purchase (Material) budget, Overhead budget, Commercial/ marketing expenses budget; Analyzing market and customer behaviour; Reaching the customers; Managing financial requirements; Recording transactions, Cash book, Sales book, Purchase book, Debter ledger, Creditor Ledger; Preparation of financial statement, Profit & loss account, Balance sheet; Financial projections for a small plant (case study); **Test of learning through group presentation.**

Who Can Attend: Would be entrepreneurs, Owners of Enterprises, Business Managers, Financial Executives/ Accountants, Officials Engaged in Providing Counseling / Consultancy Services and Potential New Entrants in the Field of Industry/Business.

Facilitator of the course: Highly reputed, qualified, well-trained and experienced Resource Persons, having ample theoretical and practical knowledge in the related areas, from home and abroad, with current information, are invited to conduct the training course.

Registration: The intending participants may collect Registration Form from DCCI Business Institute (DBI) or download copy from www.dcci-dbi.edu.bd . Participants belonging to the target group will be registered on payment of requisite fees by Pay Order (PO)/Demand Draft (DD) or in Cash in favour of **Dhaka Chamber of Commerce & Industry** or pay with cost of payment through **bKash, Wallet number 01766018659** (Payment process: dial *247# and select option 3.Payment).

Registration Fees: Tk. 5,500/- (This includes cost of lunch, tea, snacks, course materials & certificate).

Discount :10% for (one option applicable): (i) DCCI Members; (ii) Women participants; (iii) Students (pursuing his/her undergraduation & post graduation); (iv) Three (3) or more participants from one organization for same course; (v) Early bird package (payment 5 days before registration deadline); and 15% corporate discount for 10 (ten) or more participants from the same organization to one programme.

Registration Deadline: 12 March, 2020. Seats are limited. First Come First Served basis.

We would appreciate if you would kindly nominate concerned official(s) of your esteemed organization for the Training Course. For further information, please contact DBI, Tel: 9552562 Ext. 137, 124 & 123; **Mobile: 01718972656, 01913-745062 & 01766-018659**; E-mail: dbi@dhakachamber.com & tamanna@dhakachamber.com.

Best regards

Md. Joynal Abdin
Executive Director, DBI

P.T.O

Class Schedule of How to Establish a New Business

Date	Time	Session and Topic	Resource Person
13.03.20 Friday	10:00 a.m. – 11:30 a.m.	Identification of strengths and weakness of entrepreneur and business; Forms of business organizations; Appropriate size, Location and legal Aspects of business; Business planning and control; Making a Strategic Plan: SWOT (Strengths, Weakness, Opportunities, Threats) Analysis; Writing a business plan: considerations in business plan writing, steps in business plan writing; Executive summary of a business plan, Concluding remarks, action planning;	Mr. Siddique Islam CMA, PGDED, Master of Entrepreneurship Economics Special Correspondent The Financial Express Experience- 10 years
	11:30 a.m. – 11:40 a.m.	Tea & Networking Break	
	11:40 a.m.– 01:10 p.m.	Continuation	Do
	01:10 p.m. – 02:00 p.m.	Lunch & Prayer Break	
	02:00 p.m. – 03:30 p.m.	Continuation	Do
	03:30 p.m – 03:45 p.m	Tea & Networking Break	
	03:45 p.m. – 05:30 p.m.	Continuation	Do
14.03.20 Saturday	10:00 a.m. – 11:30 a.m.	Implementation: purchase (Material) budget, Overhead budget, Commercial/ marketing expenses budget; Analyzing market and customer behaviour; Reaching the customers; Managing financial requirements; Recording transactions, Cash book, Sales book, Purchase book, Debter ledger, Creditor Ledger; Preparation of financial statement, Profit & loss account, Balance sheet; Financial projections for a small plant (case study); Test of learning through group presentation.	Do
	11:30 a.m. – 11:40 a.m.	Tea & Networking Break	
	11:40 a.m.– 01:10 p.m.	Continuation	Do
	01:10 p.m. – 02:00 p.m.	Lunch & Prayer Break	
	02:00 p.m. – 03:30 p.m.	Continuation	Do
	03:30 p.m – 03:45 p.m	Tea & Networking Break	
	03:45 p.m. – 05:30 p.m.	Continuation	Do
	05:30 p.m.	Certificate Awarding Ceremony	

N. B. : Resource Person(s) may be changed due to unavoidable circumstances.

Tamanna Sultana
Course Coordinator

Md. Joynal Abdin
Executive Director, DBI

Venue: DCCI Business Institute (DBI), Dhaka Chamber Building (11th Floor), 65-66, Motijheel C/A, Dhaka- 1000, Phone: 9552562 (Hunting) Ext. 281 & 123, Fax: 9560830, E-mail: dbi@dhakachamber.com, tamanna@dhakachamber.com, Web site: www.dcci-dbi.edu.bd