

ENTERPRISE & ENTREPRENEURSHIP DEVELOPMENT

"Empowering visionaries with the tools and strategies to build, lead, and scale sustainable enterprises."

Schedule

Date	Venue	Fees (Face-to-Face)
19 - 23 Jul 2026	Kuwait	USD 3,495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

Entrepreneurship is a key driver of innovation, economic growth, and job creation. In today's competitive and dynamic global market, developing the right mindset and skillset for enterprise creation and growth is critical for aspiring entrepreneurs and enterprise leaders.

This 5-day intensive course provides a comprehensive framework for entrepreneurship and enterprise development. It blends practical tools, strategy, and leadership insights to help participants identify opportunities, develop business models, secure funding, and scale sustainably. Whether you are launching a start-up or leading innovation within an existing organization, this course equips you for success.

Objectives

By the end of this course, participants will be able to:

- Understand the core principles of entrepreneurship and enterprise growth
- Develop innovative and scalable business models using modern frameworks
- Analyze markets, identify viable opportunities, and position a business effectively
- Create strategic business plans and secure startup or growth funding
- Build entrepreneurial leadership skills and manage risks effectively
- Drive innovation and sustainability within enterprises

Why Attend

- Learn how to turn an idea into a successful business
- Gain insights into global trends and innovative enterprise models
- Understand the investor landscape and how to pitch for funding
- Build essential entrepreneurial competencies through real-world examples
- Network with like-minded professionals and industry mentors

Target Audience

This program is designed for:

- Aspiring entrepreneurs and startup founders
- Business development managers and innovation leads
- SME owners seeking to expand and scale
- Corporate professionals leading intrapreneurship projects
- NGO and government enterprise development officers
- Consultants supporting enterprise or economic development programs

Individual Benefits

Key competencies that will be developed include:

- Entrepreneurial thinking and opportunity recognition
- Business model innovation and strategy development
- Risk assessment and agile decision-making
- Financial planning and funding readiness
- Leadership and communication for enterprise growth

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Enhanced capacity for innovation and growth within the organization
- Improved ability to identify and develop new markets or ventures
- Practical strategies for launching and managing sustainable enterprises
- Entrepreneurial culture and mindset across teams
- Increased competitive advantage and value creation

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – Key concepts of enterprise creation, innovation, and growth
- Case Studies – Global examples of entrepreneurial success and failure
- Workshops – Hands-on development of business models and pitch decks
- Peer Exchange – Idea sharing and feedback in a collaborative setting
- Tools – Templates for business model canvases, SWOT analysis, and funding plans

MAWA EVENTS

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Course Outline

Detailed 5-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee Breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Foundations of Enterprise and Entrepreneurship

- Module 1: Understanding Entrepreneurship (07:30 – 09:30)
 - What is entrepreneurship?
 - Entrepreneurial mindset and characteristics
 - Global trends and types of enterprise
- Module 2: Enterprise Ecosystem and Opportunity Identification
 - Market gaps and problem-solving frameworks
 - Idea validation and feasibility assessment
- Module 3: Introduction to Business Model Innovation
 - Business Model Canvas (BMC) overview
 - Value proposition design

Day 2: Business Planning and Market Analysis

- Module 1: Market Research and Competitive Analysis
 - Identifying customer segments and market sizing
 - Competitive advantage and SWOT analysis
- Module 2: Strategic Business Planning
 - Vision, mission, and strategic goals
 - Milestones and execution plans
- Module 3: Marketing and Customer Acquisition
 - Branding, positioning, and digital marketing
 - Customer journey and experience

Day 3: Finance and Resource Mobilization

- Module 1: Entrepreneurial Finance Basics
 - Budgeting, forecasting, and breakeven analysis
 - Financial statements simplified for entrepreneurs
- Module 2: Funding Your Enterprise
 - Angel investors, venture capital, and alternative financing
 - Grant writing and public funding programs
- Module 3: Building an Investor Pitch
 - Storytelling and pitch deck design
 - Delivering a compelling investment pitch

Day 4: Building and Leading the Enterprise

- Module 1: Organizational Structure and Team Building
 - Roles, responsibilities, and culture creation
 - Hiring strategies and talent retention
- Module 2: Innovation and Agility in Execution
 - Lean startup methodology
 - Managing pivots and growth
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Module 3: Risk and Crisis Management

- Identifying risks and contingency planning
- Legal and compliance considerations

Day 5: Scaling and Sustaining the Enterprise

- Module 1: Growth Strategies and Scaling Up
- Scaling models: franchising, partnerships, global expansion
- Managing scale without losing quality
- Module 2: Social Impact and Sustainable Enterprise
- Purpose-driven entrepreneurship
- ESG and social innovation principles
- Module 3: Reflection and Action Plan
- Personal entrepreneurship roadmap
- Peer review of business plans
- Final Q&A and wrap-up

Certification

Participants will receive a Certificate of Completion in Enterprise & Entrepreneurship Development, validating their ability to ideate, develop, launch, and scale successful and sustainable businesses.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

In-House / Customized Training

Interested in running this course for your team?

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