

SME ACTION PLAN

“Empower Small and Medium Enterprises with Practical Strategies for Growth, Efficiency, and Sustainability.”

Schedule

| Venue (InHouse) | Fees |
|-------------------------------|-----------------------|
| At Your Organization Premises | Ask For The Quotation |

► **Available delivery methods:** In-House Training

Introduction

Small and Medium Enterprises (SMEs) are vital drivers of economic growth, but they face unique challenges in strategy, finance, operations, and market competitiveness. This course equips participants with the knowledge and tools to develop actionable plans that enhance SME performance, profitability, and sustainability.

Through interactive workshops, practical exercises, and case studies, participants will learn to assess business challenges, prioritize actions, and implement strategies that produce measurable results.

Objectives

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

- Understand the fundamentals of SME strategy and business planning.
- Develop actionable plans addressing financial, operational, and market challenges.
- Identify growth opportunities and risk factors for SMEs.
- Apply performance metrics to monitor and improve business outcomes.
- Implement practical tools for operational efficiency and strategic decision-making.
- Foster innovation and sustainability within SME operations.

Why Attend

SMEs need practical, results-oriented strategies to survive and grow in competitive markets. This course provides participants with step-by-step guidance to create effective action plans that drive tangible improvements, ensuring business sustainability and growth.

Target Audience

This course is suitable for:

- SME owners and founders
- Startup entrepreneurs and business managers
- Finance and operations managers in SMEs
- Consultants and advisors supporting SME growth
- Professionals responsible for strategic planning and business development in SMEs

Individual Benefits

- Develop skills to create actionable and realistic SME growth plans.
- Gain insights into financial management, operations, and market strategy.
- Improve decision-making and problem-solving capabilities.
- Enhance professional value as a business strategist or SME advisor.
- Gain hands-on experience through case studies and exercises.

Organizational Benefits

- Drive SME growth through well-structured action plans.
- Improve operational efficiency and resource allocation.
- Reduce risks and enhance business sustainability.
- Enhance competitiveness in local and international markets.
- Build internal capacity for strategic planning and execution.

Instructional Methodology

- Instructor-led interactive sessions
- Group exercises and workshops
- Case studies on SME challenges and solutions
- Scenario analysis and action plan development
- Continuous feedback, Q&A, and applied learning exercises

Course Outline

- Module 1: Understanding SMEs – Challenges and Opportunities
- Module 2: Strategic Planning for SMEs
- Module 3: Financial Management and Budgeting for SMEs
- Module 4: Operational Efficiency and Process Improvement
- Module 5: Marketing, Sales, and Customer Engagement Strategies
- Module 6: Risk Management and Sustainability Practices
- Module 7: Performance Monitoring and KPIs
- Module 8: Innovation and Growth Strategies
- Module 9: Case Studies – Successful SME Action Plans
- Module 10: Capstone Exercise – Developing a Comprehensive SME Action Plan

Certification

Upon successful completion, participants will receive a Certificate in SME Action Plan, validating their ability to develop and implement practical strategies that drive SME growth, efficiency, and sustainability.

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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