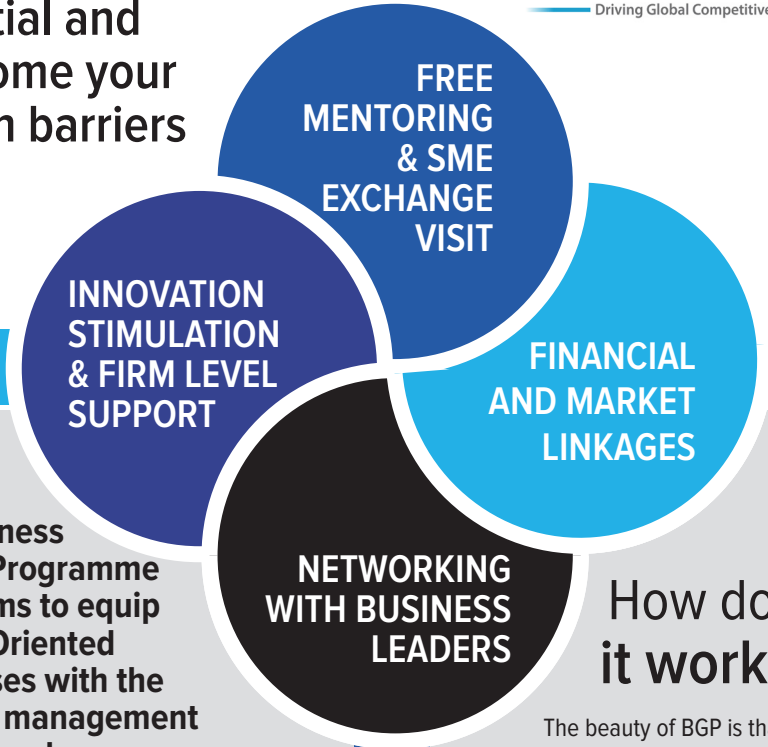


BUSINESS GROWTH PROGRAM (BGP)

Unlock your business potential and overcome your growth barriers



The Business Growth Programme (BGP) aims to equip Growth Oriented Enterprises with the required management systems and processes to manage the growth and sustenance of their businesses.

It encourages businesses to think about and prepare for the growth, expansion and diversification of their current operations, incorporate best practices in the financial and human resource functions. BGP provides a unique opportunity for you to step back from the day-to-day demands of running your business. By the end of the Programme the participants will have developed a comprehensive and robust strategy and plan for the future.

How does it work?

The beauty of BGP is that it runs in modular format that allows you to continue to operate run your business while you participate in the training sessions. The modules are built around a core process whereby each individual participant develops their own growth strategy for their own business and a plan to implement that strategy.

To enable this, BGP consists of a simple yet rigorous structure, comprising of three key blocks of strategic thinking:

- Where are we now?

SCHEDULE OF TRAINING

Module	UNIT	Date
Module 1	Business Strategy	14 th -15 th March 2018
Module 2	Product Design	18 th -19 th April 2018
Module 3	Market Development and Penetration Strategy	16 th -17 th May 2018
Module 4	Strategy Supply Chain Management	13 th -14 th June 2018
Module 5	Financial Management	11 th -12 th July 2018
Module 6	Human Resources Management	15 th -16 th August 2018
Module 7	Good Manufacturing Practices	12 th -13 th Sept 2018

- Where are we going?
- How do we get there?

BGP is centered entirely on the reality of your business – your current challenges, your opportunities, your future goals and ambitions. Because of this, the benefits you gain will be unique to you.

The modules are.

1. Business Strategy
2. Market Development and design
3. Product Design and Development
4. Strategic Supply Chain Management
5. Financial Management
6. Human Resource Management
7. Good Manufacturing Practice

Who should attend?

Owner-managers of businesses that have been in operation for at least three years and have a turnover of between Ksh. 5m and 250m, managing directors of privately owned businesses who have strategic control but not necessarily an ownership stake. Benefits of Enrolling in the BGP

1. Free Mentoring
2. SME Exchange Visit
3. Market Linkages
4. Financial Linkages
5. Networking with business leaders
6. Innovation Stimulation
7. Firm level support

How does it work?

BGP is built around a core process whereby each individual participant develops a growth strategy for their own business and a detailed plan on how to implement that strategy.

How to participate?

1. Fill in registration form
2. Sign up now for all the Business Growth Program and get a 17% discount, Pay KES 120,000+VAT (The entire program costs KES: 140,000+VAT)

Cheque payments made to **KENYA ASSOCIATION OF MANUFACTURERS** or MPESA (MPESA Pay Bill No: **825970**)

For more information and registration contact: Nduta Ndirangu on email: nduta.ndirangu@kam.co.ke or smes@kam.co.ke.