

Third Week:

Accounting concept and objectives
The basics of finance and accounting business
Book Keeping & Accounting
How to preparing a Business Plan

The center has completed the program for more than 105 candidates from the productive families and the individuals that are willing to establish their own small business.

Second phase:

Providing support and guidance for the candidates on technical and finalizing their business through consultative meetings and preparing the business plan.

Third Phase:

Applying for the loan

Forth Phase:

Consulting sessions in ways to market the business, costing their products or pricing in case of providing service,

developing their skills and advertising their business.

Final phase:

Follow-up of the project

Criteria for selecting entrepreneurs:

1. The ability to risk and to achieve the objectives.
2. Accuracy with high determination to achieve realistic targets.
3. Capacity to develop economic plans and taking decisions.
4. Balanced and independent personality and the willingness to accept new ideas and advises.
5. Ability to participate in the startup requirement financially.
6. Desire to start the business and being optimistic and ambitious.

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وزارة التنمية الاجتماعية
Ministry of Social Development

Family & Childhood Development Directorate
**Center of Excellence for
Micro-Enterprise
Development**
Capital Mall Bahraini Handmade Products



Introduction:

Center of Excellence for Micro-Enterprise Development & Self-Employment is a center in the Capital Mall, which is part of the Community Development Sector in Ministry of Social Development and was established on 5th March 2008 and it is to provide multilateral support services for economic empowerment of the committees through “ self-employment” among productive families, people in traditional business, unemployed youth as well as the population of special needs particularly the women, in the kingdom of Bahrain, for sustainable livelihood.

The core objective of the center is:

1. To develop and facilitate constructive environment for sustainance through ‘self-employment” in the kingdom.
2. To augument resources so as to commence and sustain various innovative initiatives in promotion of micro-enterprises in Bahrain.

3. To develop “network” at developmental and other agencies for focused attention on comprehensive community development.
4. To promote various forms of civil society organizations such as Non-Governmental Organizations (NGOs) and Micro finance institutions, enabling them to play a proactive role in promoting self-employment programs.

The centre provides the Micro-Enterprises Development Program (MEDP) to address and advice the candidates in the productive families program about various dimensions (business, legal, credit, marketing, etc.) of micro-enterprise development so that he/she can achieve reasonable success in his/ her venture.

The program goes through various phases:

First phase: Training Program:

The training program address and advice the candidates in the program about various dimensions (business,

legal, credit, marketing, etc.) of micro-enterprise development so that she/he can achieve reasonable success in his/ her venture.

The classroom training on essentials of entrepreneurship, market analysis and assessment, identification of viable business opportunity, development of backward and forward linkages required for successful business.

- ✓ Completed eight training courses of the program.

Topic Discussed in the program:

First Week:

Who is an entrepreneur?
Enterprising Compétences
Business Opportunity Identification and Guidance

Second Week:

What is Marketing?
Market Survey & Data Collection
Small Business Marketing Management
Communication Skills