

SMEDA's

Initiative Towards **Standardised Training Manuals**

for SMEs & BDSPs
(Trainer & Participants)



Standardized Training Manuals (9 trainer & 9 Participant manuals)

developed by professional experts of one of leading Management Institute of Pakistan. These high-quality manuals aim to provide an opportunity to SMEs Managers, Trainers, Business Development Service Providers (BDSPs) and Academia Professionals to get practical and thorough course material to capacitate/train the business professionals / entities specially SMEs across Pakistan. The training manuals will enable the trainers, subject experts and SME managers to update their knowledge and skills to design and develop the customized training content with least efforts.

Modules

1. Small Business Start-up
2. Marketing & Sales Management for SMEs
3. Salesforce Management for SMEs
4. Human Resource Management
5. Online Business Management
6. Import / Export Documentation Procedures
7. Money Management for Small Businesses
8. Sales Tax Management for Goods & Services
9. Income Tax Management & E-Filing for SMEs



National Business Development
Program for SMEs

Salient features

- Step by step comprehensive trainer guide for conducting training
- Leather covers / folders with NBDP and SMEDA engraved logos.
- Comprehensive study material which includes case studies, power point presentations, exercises with solutions (answers) and lot more for conducting training
- Detailed course content, TOC AND 03 days training schedule.

✓ Trainer Manual

for
Business Development Service Providers
(BDSPs), Academia Professionals, SMEs
Trainers

Features

- o Program schedule day-wise
- o Learning objective.
- o General guidelines for trainers
- o Specific guidelines for trainers
- o Reading material
- o Presentations
- o Relevant case studies
- o Case Studies Solutions
- o Exercises/Questions
- o Question Answers
- o Teaching notes
- o Assessment tools for participant & trainer

✓ Participant Manual

for
Micro, Small & Medium Enterprises
(MSME) Entrepreneurs, Traders & Business
Owners, Start-ups, Business Graduates

Features

- o Program schedule day-wise
- o Learning objective.
- o Reading material
- o Presentations
- o Relevant Case studies
- o Exercises/Questions
- o Assessment tools

Ordering and Payment Process:

Training Manual available both in Soft & Hard copy. The price of each manual is Rs. 6,000/-. The manual(s) may be purchased by an interested SME, BDSP/ Individual trainer on submission of written application to the below mention office upon payment of non-refundable FEE of Rs. 6,000/- per manual submitted via Pay Order in the name of "National Business Development Program for SMEs (NBDP)".

Contact Details

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NBDP- A project of SMEDA,
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National Business Development
Program for SMEs