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*Sustainable Reintegration Pakistan (SRP) is a project led by the Swedish Migration Agency. The project was initiated by the International Centre for Migration Policy Development (ICMPD) under RRF (Return Reintegration Facility), and it is co-financed by the Asylum, Migration, and Integration Fund (AMIF). The Swedish Migration Agency has signed a contract with the Youth Employability Network (YEN) for the implementation of the Sustainable Reintegration Pakistan (SRP) Project in three regions (Punjab, Khyber Pakhtunkhwa & Islamabad) of Pakistan.*

For detailed information about the training please visit:

[www.yenpakistan.com](http://www.yenpakistan.com)

## **BUSINESS DEVELOPMENT TRAINING**

### **for Return Immigrants from the European Union**

This exclusive business development training programme is designed for returning immigrants, aimed at enhancing your entrepreneurial competencies. This four-day training, conducted by expert trainers from the Youth Employability Network (YEN), equips you with the essential skills and knowledge needed to thrive in Pakistan's business landscape. Topics covered include opportunities and barriers to doing business, basic business concepts, personal entrepreneurial competencies, opportunities identification, marketing strategies, and financial planning.

Throughout the training, you will have the opportunity to network, share experiences, and build connections with like-minded individuals, fostering your entrepreneurial ambitions. This programme is tailored to address the unique needs of returning immigrants, offering valuable insights and tools for success.

The training is fully funded for the returning migrants who will receive:

- Free accommodation facility during training days
- Food and refreshments
- Travel and daily allowance
- Training kit and stationery

Whether you already have a good idea for a business or are still working on one, you will need business knowledge.

Firstly, it is important to lay down a strong foundation of knowledge. Starting with the very basics of what a business actually is. Here follows a somewhat compressed version of what the training contains and what it can provide you.

### **Basic Business Concept**

#### **What is a Business?**

In short, it is an activity related to the production, buying, and selling of goods, or provision of services with the aim to earn profit. A business is also known as an enterprise or firm. It requires some form of investment and enough customers to whom its output can be sold consistently and for a profit.

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Listed here are three different types of business:

### **Production**

Production refers to the process of creating goods through various manufacturing, and processing, it involves converting raw materials, labour, and other inputs into finished products.

### **Trade**

In trading, two or more parties come together to buy and sell goods or services. These transactions can occur within a country's borders, known as domestic trade, or across international boundaries, known as international trade.

### **Service**

Unlike tangible goods, which can be physically touched and seen, services are non-material and can involve a wide range of activities that cater to the needs and wants of individuals, and businesses with skills.

When you participate in the training you will be part of a small group, where you can discuss and work together. You will be guided through different chapters starting from the ground up. Here you can share experiences and build valuable connections. We aim to create a collaborative and supportive environment where you can foster your entrepreneurial ambitions and turn your visions into successful ventures.

### **Examples of subjects:**

#### **Know your business concept**

What is it you have the skills to do and how can you improve upon what you already know?

#### **Identifying the opportunity**

Get to know the current landscape. What is your competition doing, and is there a gap that you can fill?

#### **Business planning**

Where can you set up your business, what would the monthly costs be, and what machinery would you need if any?

#### **Resource management**

Are the raw materials, furniture and more that you need to get started? Would it be possible to obtain financial support while you are building your business? Can you hire a disciple to help you out?

#### **Profits and growth**

Here we discuss the basics of any business - the financial part. How can you invest in yourself and have a healthy growth in your business?

#### **Personal Entrepreneurial Competencies**

Personal Entrepreneurial Competencies (PECs) refer to the individual qualities, skills, and characteristics that enable entrepreneurs to effectively start, manage, and grow their businesses. These competencies are essential for aspiring entrepreneurs as they navigate the challenges and uncertainties of running a business successfully. PECs are a combination of personal attributes, attitudes, and abilities that empower entrepreneurs to take initiative, make informed decisions, and adapt to changing business environments.

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**The different traits are:**

- Opportunity-seeking
- Persistent
- Initiative and risk-taking
- Efficient
- Committed
- Goal setting
- Inquisitive
- Methodical
- Persuasive

During the training, we will go through examples that clarify these concepts and let you see how you can apply these concepts to your daily life.

**Market Survey Questionnaire and identification of opportunity**

You will learn how to conduct a proper market survey so that you don't have to spend time and money in vain. A proper survey and identification of opportunities will help you immensely as you set up your business.

Examples of such a process are:

Is there a market or are there customers for your chosen product or service?

What are the kinds of products and services similar to mine in the market?

Do you have the technical skills for this business, or can you hire easily?

Where do people buy these products or services?

Are there many who are already doing the same or similar business?

Who else provides such products or services, and where?

What type of products or services do they provide, and at what price/fee?

What types of problems do they face?

Who are the major suppliers of the required raw materials for my products (wholesalers or direct manufacturers)?

What is the prevailing price of the required raw material or input supplies?

Is there any discount offered for larger orders?

Is there any cheaper alternative available to the raw material or input supplies currently used?

What are the various types of tools, machinery and equipment required for this business?

What are the current prices of these items?

What are the packing, packaging, and promotion options for my type of products and services?

Who is offering them on the market?

Do you have enough financial resources to set up this business, or can you easily access the resources needed?

What are the available micro-finance products?

What are the terms and conditions (interest, collateral, repayment, embedded services etc.)?

What is the period for repayment of the loan?

**Marketing**

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Marketing means certain activities the company undertakes to promote the buying and selling of products or services. We will explain what the six Ps of marketing are and what they mean to you and your business.

The six Ps are:

PRODUCT - Innovative, value-added, and diversified.

PLACE - Conveniently accessible, both physically and time-wise.

PRICE - Affordable and competitive.

PROMOTION - Diverse, inclusive, and engaging.

PEOPLE - Integrity and values, with charisma and influence.

### **Business Calendar**

You will learn how a business seasonal calendar, also known as a marketing seasonal calendar or sales seasonal calendar works. How this planning tool be used by businesses to map out and organise their marketing, promotional activities, and sales strategies throughout the year can work for you. It involves scheduling specific marketing campaigns, product launches, discounts, and other activities based on seasonal trends, holidays, and events that influence consumer behaviour. During the training, we will clarify and exemplify how this is used in your everyday life.

### **COST, PRICE, AND PROFIT**

#### **What is Costing?**

Costing refers to the process of calculating and analysing the various costs incurred in the production or delivery of goods or services within a business. It involves identifying and quantifying all the expenses associated with the production process, including direct costs (such as raw materials and labour) and indirect costs (such as overhead expenses like rent, utilities, and administrative expenses).

#### **What is Pricing?**

Pricing, on the other hand, is the process of setting the selling price of goods or services offered by a business. It involves considering various factors, including the costs incurred, desired profit margin, market demand, competition, and perceived value of the product or service.

#### **What is Profit?**

Profit is a financial term that represents the positive financial gain or surplus obtained when the total revenue earned by a business or individual exceeds the total expenses or costs incurred. In simple terms, profit is the amount left over after deducting all costs from the revenue.

During the training, we will go into detail so that you will feel secure in your knowledge once the course has ended.

### **RECORD KEEPING**

While it may seem unnecessary and tiresome, keeping records of all transactions in an organisation is one of the most important things that you will do as an entrepreneur. With a bookkeeping process in place, you will have ready information on your cash availability, receivables, payables, cash flow, stocks and inventory, expenses etc. It will inform you as to which business lines are working or not working. Instead of scrambling for receipts or invoices, all of

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your financial information will be organised in one central system. In short, it helps you to keep control over the multi-dimensional affairs of your business. We will go through all the parts about this subject to give you a firm ground for starting your own business.

Moreover, we will go through how to keep a proper stock register, how to use digitalisation as a tool and how you can use social media to grow your business.

We understand that all of the above may sound incomprehensible to you now, but we are sure that at the end of the training, you will see the possibility of a new life. By participating in the four-day training you will have put your idea to the test, and you will have gathered useful knowledge that make your future a lot brighter than had you not taken this opportunity.

Don't miss out on this opportunity to enhance your business acumen and propel your career forward.

*Established in 2017, the Youth Employability Network (YEN) is a registered social organisation working to facilitate the creation of sustainable livelihoods amongst young, marginalised communities and migrant workers. YEN has helped young, marginalised communities, especially women and migrant workers, to gain opportunities that support a sustainable livelihood. YEN has expertise in module development, the training of different communities on different topics, training of trainers, training and capacity building on financial literacy as well as training on safe, orderly & regular migration. With the efforts of these services, YEN has supported thousands of marginalised community members, youth, women, migrant workers & SMEs in their social and economic empowerment for their personal and professional development, allowing for a simultaneous positive attitude towards the development of their communities.*