



About Equity Group Foundation

Established in 2008, Equity Group Foundation (EGF) acts as the institutional home for the Equity Bank Group's social initiatives and interventions. EGF's aim is to catalyze the socio-economic prosperity of the people of Africa by giving opportunity to the millions at the bottom of the pyramid to be incorporated into the modern economy. Having demonstrated scalability, impact and high return on investment, in partnership with Equity Bank Kenya, Entrepreneurship Training Program, a pillar of EGF, seeks to solve challenges that hinder enterprise growth and to support the development and widespread application of new ideas, systems, and technologies by building the capacity of entrepreneurs through offering suite of services. The services include business training, advisory services and mentorship.

The Program has been in existence since 2011 and have a wealth of experience in building entrepreneurs capacity.

We exist because of you, for you, and that is why, when you express interest in participating in our training, we shall get back to you to discuss and advise where and when to attend training based on your need.

Choose the mode of learning

- Full-time workshop
- Part time workshop with distance self learning

Choose the package you are interested in

Package 1 (available full-time/ Part-time)

- Available modes of learnings
- Record Keeping
- ICT for Business
- Marketing
- Costing

Package 2 (available full-time/ Part-time)

- Business Planning For Expansion
- Sales and Marketing Strategies
- Financing Your Business
- Financial Management
- Governance

Package 3 (available online only)

- Public/ Private Procurement Opportunities
- Business Regulatory Environment
- Business Planning

Package 4 (available full-time only)

- Business Digital Literacy

Equity Group Foundation,

Equity Center, 8th Floor, Hospital Road, Upper Hill
P.O. Box 13241 – 00200, Nairobi, KENYA,

Contact Center: +254 763 063 000

Email: info@equitygroupfoundation.com
www.equitygroupfoundation.com

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ENTREPRENEURSHIP
TRAINING



WHAT WE OFFER

Program goal

Entrepreneurship pillar aims to accelerate the growth and development of enterprises, increase business performance and productivity by offering customized services that suits business needs.

Objectives of the program

Capacity building entrepreneurs through training, mentorship and coaching and facilitating digital learning.

What we offer

We offer interactive entrepreneurship and Business Digital Literacy training followed by individualized business mentoring and advisory services to support entrepreneurs in applying elements of the training and best practices to solve problems specific to their business.

Training content

1. Entrepreneurship Training

- Marketing
- Record Keeping
- Costing
- ICT for Business
- Family and Business
- Business Regulatory Environment
- Public/ Private Procurement Opportunities
- Business Planning
- Financing Your Business
- Business Planning For Expansion
- Financial Management
- Governance
- Sales and Marketing Strategies

2. Business Digital Literacy

BENEFITS

Target participants

The training is open to Equity customers who owns an ongoing business and would like to grow and expand their business.

Training requirement

In order to be considered a graduate of the course and be awarded a Certificate of Completion, the participant should at least register 80% attendance of total number of sessions.

Why train with us

- Our trainings are highly practical and focused on helping you develop the vital skills of an outstanding entrepreneur.
- We have excellent trainers who are very knowledgeable, friendly and engaging. EGF as an institution and the trainers have a wealth of knowledge, experience and awareness of what is really going on, in the Kenyan business environment that informs our training.
- We have flexible modes of participation i.e
 - i) You can participate by physically attending full course workshops, or
 - ii) You can participate by attending 20% of the workshop physically and 80% self learning over a digital platform.

Benefits to the Entrepreneurs

- Receive quality theory and practical business training
- Education and exposure to new technologies through digital literacy training
- Training on business management, planning and record keeping tools
- Continuous mentorship by experienced Entrepreneurship trainers
- Networking and peer learning from other business owners in the program
- Market and Financial linkages

RESERVATION

Reservation:

Don't miss the opportunity, fill in this part and drop at the nearest equity branch you will be contacted soonest possible

Name (As per ID): _____

Mobile No: _____

Alternative Tel no: _____

E-mail: _____

Gender Male Female

Equity Bank Branch: _____

County: _____

What business do you operate? _____

Business location: _____

Do you own the business or are you employed?

**Please turn over the page to complete the reservation form.*