



# E+ ENFINCAP: Entrepreneurship Literacy



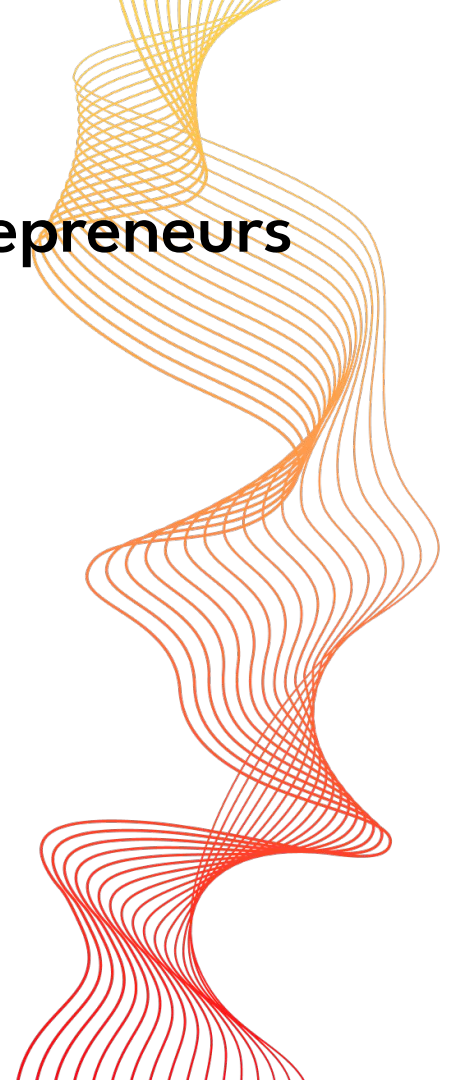
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# Micro-Training Sessions for Female Entrepreneurs in Wellness and Beauty Sector

Short, focused training sessions aimed at providing female microentrepreneurs in the wellness sector with skills and knowledge related to entrepreneurship, financial literacy, and sustainability.



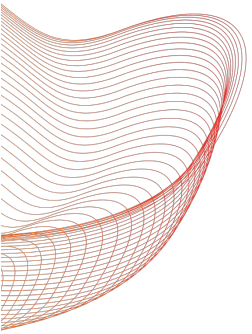


# Entrepreneurship Literacy

Introduction to the concept of entrepreneurial literacy and its importance in business

Attitudes, skills, and knowledge required for sustainable business growth

Ability to pursue, in a financially responsible and ethical manner, innovative (business) ideas, to manage and prioritize tasks, and to set and evaluate goals





## Starting a Business

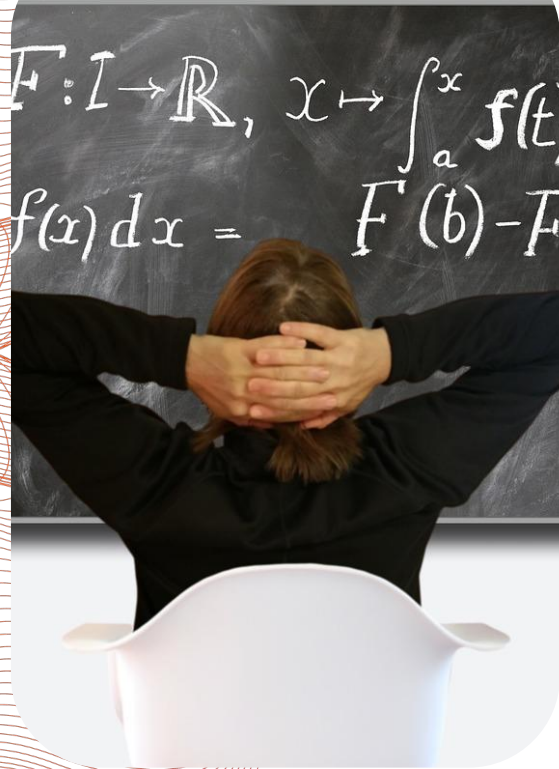
- Different legal and organizational forms that individuals or businesses can operate in
- Common types of business entities, including sole proprietorship, limited liability companies, and public limited companies, partnership, cooperative, corporation, franchise etc.



# SWOT Analysis

- 01** Situational assessment or analysis used to evaluate the business environment
- 02** Strategic planning and management technique to identify Strengths, Weaknesses, Opportunities, and Threats related to business competition or project planning





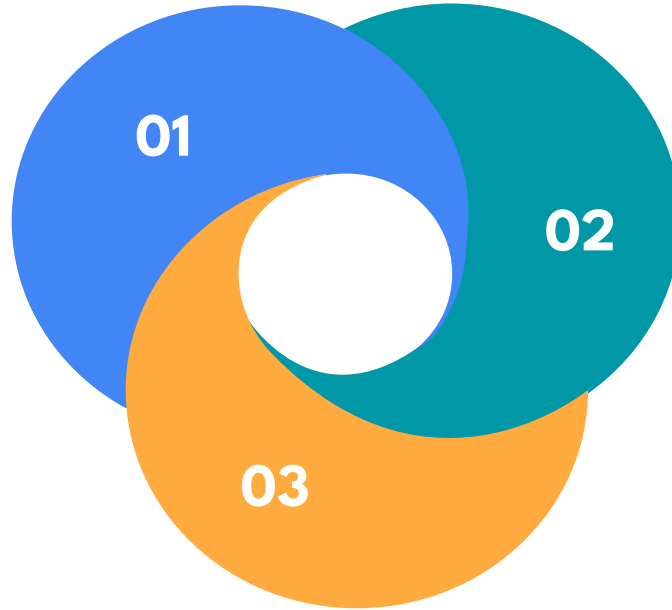
## Differentiation in Business

- Importance of setting your company apart from the competition through specific elements
- Examples of differentiation in business, such as distribution network or price-point

# Product Policy

Long-term planning  
guidelines related to the  
production and  
development of a  
product

Aimed at delivering  
maximum customer  
satisfaction



Decided by the top  
management of a  
company or the  
owner/manager of a  
small business



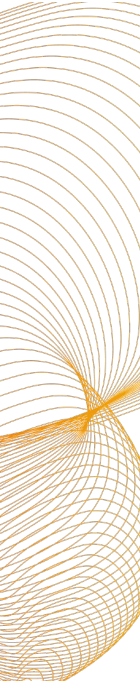
## Company Insurance

- Coverage for losses due to events that may occur during the normal course of business
- Types of insurance for businesses, including property damage, legal liability, and employee-related risks
- Importance of evaluating insurance needs based on potential risks



# Liability

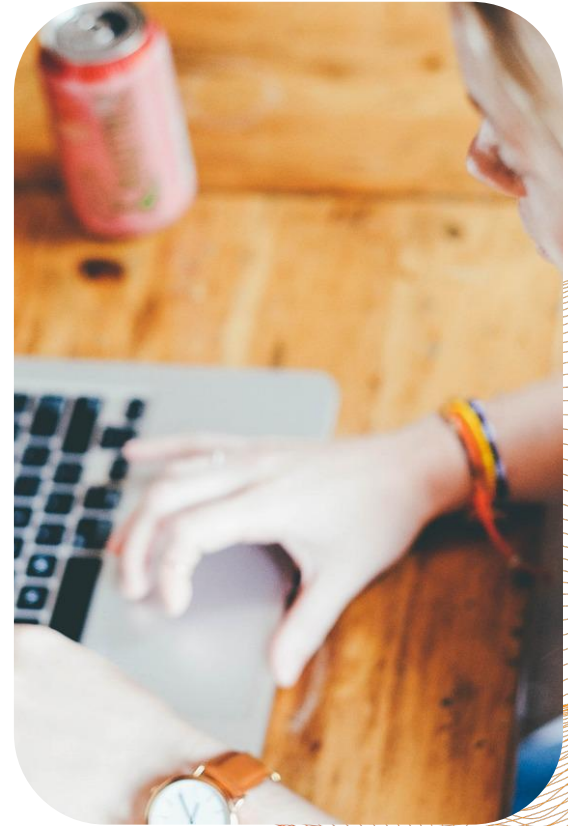
- 01** Examples of liabilities, such as loans, accounts payable, and mortgages
- 02** Definition of a liability as something a person or company owes, usually a sum of money
- 03** Settlement of liabilities through the transfer of economic benefits including money, goods, or services





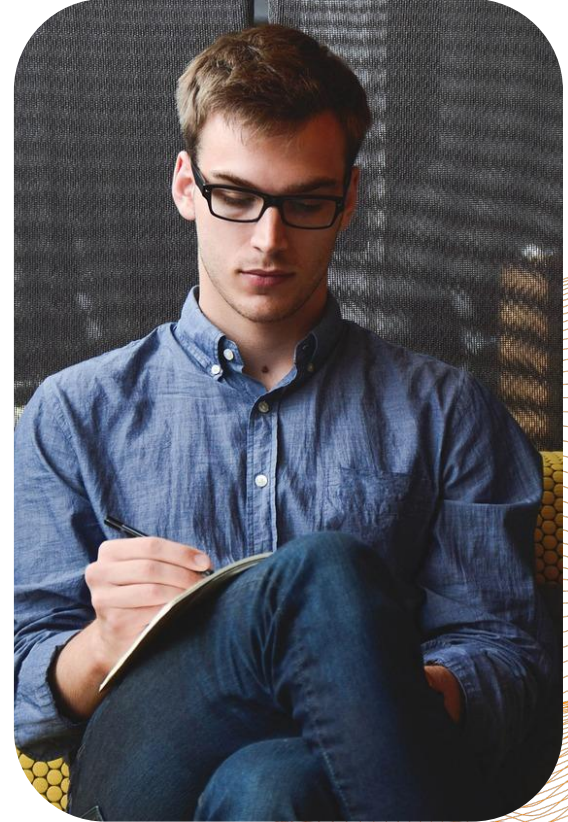
## Finding the Right Bank

- Tips for identifying the right bank for a small business, including low or no fees, convenience of a bank branch, support for business style, and digital features
- Importance of understanding the terms and conditions and reading reviews and credit ratings of banks



# Business Administration

- 01 Differences in business administration between small companies and large corporations
- 02 Importance of effective business administration for the success and growth of any company, regardless of its size





## Communication Policy

- Importance of developing a communication policy for any business, regardless of its size
- Benefits of a defined communication policy in small businesses, including clear and effective communication



**Thank you. Please feel free to ask any questions. 😄**