

## **ENTERPRENUERSHIP DEVELOPMENT AND CASHLESS NIGERIA SEMINARS FOR MSMEs IN NIGERIA**

This programme is aimed at engaging Artisans, Traders and Enterprises in clusters or associations with a view of increasing their knowledge, effectiveness and access to capital for maximal contribution to the national economy. It also aims to draw-in the otherwise unbanked or underbanked but relevant economic segment of our population into the formal sector of our economy. These will help Banks in promoting Financial Inclusion while achieving her other mandates as a Money Deposit Bank in Nigeria.

Nigeria has been a country with a great promise whose potentials have remained largely a dream. This mirage is in spite of the manifest abundant human and material resources within. The individual Perseverance and Enterprise of the Nigeria citizen stands him out in every continent and in every endeavor. Prior to independence, Economic Analysts had ranked Nigeria as one of the top 20 economies with the prospects of leading and defining world growth by the turn of the century.

Other countries within this ranking have obviously moved on through a combination of planning and practice to fulfill this prophesy and have claimed leadership and dominance in world economy. Nigeria still has the capacity to claim her rightful position in the global economy only through a set of Integrated Planning, sustained committed Political Action and mobilization of the populace.

Our mission is to provide a platform for entrepreneurs and champions who are desirous to overcome apparent disabilities and obstacles to profitably engage their environment in enterprises that contribute to national growth. We consistently seek to achieve this by equipping partners with essential life tools for survival in inclement environments what ever the circumstance. We therefore constantly seek partners and stake holders to address salient issues relevant to the growth and survival of the individual.

It is a common knowledge that micro, small and medium scale enterprises constitute the major determinants of a nation's GDP and Per Capita Income. It is also ranked as the greatest employer of labour in every economy, absorbing hundreds of thousands of new entrants every year. This is in sharp contrast to multi-million dollar industrial organization and high-tech industries. We have the perseverance and entrepreneurship as evidenced by the exploits of Nigerians in Diaspora in the international arena.

Commerce [trading] has proved over time to be one of the fastest and surest routes to wealth creation and economic development. Many countries and nationalities all over history have done this and achieved economic ascendancy and emancipation. The Jews in Diaspora and modern history is one example. The Indian subcontinent in contemporary times has been able to achieve economic emancipation and technological development via commerce. The Chinese have also done this and have defined her people in world economy. We can also perform the same fit here in Nigeria if we get our acts right.

These goals will be achieved by breaking the learning experiences into the following sub- themes;

- Diagnostic Assessment of the Individual.
- Peak Performance Training, Self Awareness and Enrichment of the Individual.
- Analyzing Business Models and Structures for Growth and Sustainability.
- Organizing and Managing Micro and Small Businesses, A sample business plan.
- Raising Money for the Enterprise by the Entrepreneur.
- Solutions for a Cashlite Enterprise.

The themes will be treated under the following sub-heads;

1. The Entrepreneur as the Engine for Growth in Business- Self Awareness, Leadership, Values and Imperatives for Growth.
2. Organizing for Growth,- Models and Structures as Platforms for Growth in Business.
3. Sources of funding and Funding Constraints in the Un-organized Private Sector [UPS] Maximizing Growth Potentials in the UPS. The Role of Union Bank Plc.
4. Organizing and Managing Micro and Small Businesses. A sample business plan and how important is a business plan in modern business today.
5. Solutions for a Cashlite Enterprise, Union Bank Examples.

#### ■ **THE ENTREPRENEUR AS THE ENGINE FOR GROWTH IN BUSINESS-, SELF AWARENESS, LEADERSHIP, VALUES AND IMPERATIVES FOR GROWTH.**

This session helps the attendee to know his person and worth in the world of creation and business. Seminarmate believes that,

- Every human creation is equal before man and before God.
- That every individual in his natural state is endowed with enormous mindfulness and aspirations to higher values in life.
- That the individual is innately powerful and can reach to higher goals when offered a platform. Peak Milk says, “It is in you”.

- Characters and qualities of entrepreneurship are also analyzed for the attendee to begin to view him/her self as one.
- The Entrepreneur as a leader, his qualities and Leadership traits.
- The winning attitude and survival in an inclement environment.
- Wealth creation and wealth growth, the way forward.
- Diagnostic assessment, Motivation and Reconnecting the individual to the society.

## ■ ORGANIZING FOR GROWTH, - MODELS AND STRUCTURES AS PLATFORMS FOR GROWTH IN BUSINESS.

**Models.** Here, we examine how successful entrepreneurs coordinate, appraise and plan their businesses-

**Strategy.** We also look at Strategy as the determination of the basic **long** and **short** term goals and objectives and the adoption of **courses of action** and the allocation of resources necessary for executing them.

**Structure** as the design of the organization through which the enterprise is administered. –Structure follows Strategy. We strongly advocate the establishment of robust and dynamic structures which propel growth and longevity.

Management science studies reveal that many enterprises that have adopted complementary structures have always experienced phenomenal growth and profitability.

## ■ SOURCES OF FUNDING AND FUNDING CONSTRAINTS IN THE UN-ORGANIZED PRIVATE SECTOR [UPS] MAXIMIZING GROWTH POTENTIALS IN THE UPS.

We are conscious of the fact that money deposit banks as constituted today play minimal roles in partnering with entrepreneurs in their quest for innovation and wealth creation. While other countries offer declining single digit interest rates, we operate under expanding double digits rates. The operational structures and strategies of most enterprises have not helped matters either. These obviously put us at some disadvantage. We must begin to look at ways and means to profitably engage our economic environment to achieve our goals and vision. It is important for entrepreneurs to begin the quest for alternative sources of funding as well as ways and means of partnering with banks and other finance institutions to leverage on existing products and facilities. We hope to examine the various and relevant products and windows available within Union Bank Plc including E-banking and E-commerce as well as ways and means of accessing them.

## ■ ORGANIZING AND MANAGING MICRO AND SMALL BUSINESSES. A SAMPLE BUSINESS PLAN AND HOW IMPORTANT IS A BUSINESS PLAN IN MODERN BUSINESS TODAY.

Every entrepreneur needs a business plan known to him and those working with him. He needs the plan to launch his business. A business plan is a blueprint of the steps you need to take to build your business. It shows that you've taken the time and discipline to think about where you are and where you want to go. Many entrepreneurs don't understand the importance of writing a business plan.

## **OBJECTIVES**

Seminarmate hopes to achieve the following objectives among the participants that attend the seminar;

- To raise business leaders as champions who are able to overcome obstacles and disabilities to profitably engage in the national economy.
- To explore and unlock the enormous potentials inherent in every individual towards a purpose filled life driven by dreams and passion.
- To equip participants with life changing skills and values to serve to serve as role models in their community and larger society.