

ProNET

A Business Management Training Programme for Small and Medium-sized Enterprises



ProNET is...

... a training programme for owners and managers of Small and Medium-sized Enterprises (SMEs) who want to grow their businesses, become more competitive and are export ready. SMEs are defined as enterprises with more than 5 but less than 25 employees. The programme is primarily designed for manufacturing enterprises.

ProNET aims to...

...raise the level of productivity and profitability in SMEs, allowing owners and managers to operate their businesses more efficiently and effectively.

Who can benefit from ProNET?

Training will be delivered to groups of 15 to 25 owners and managers who:

- Are committed and serious about growing their businesses, charting their future and contributing to economic growth;
- Have been managing a formal SME for more than a year;
- Are numerate, literate and possess basic business and financial management skills;
- Have identified weakness and/or face new challenges in the market.



How does ProNET work?

The programme is based on the Experiential Learning Methodology: case study based and driven by practical examples and assignments. It is action-oriented by using techniques such as plenary group work and structured learning exercises, open-ended discussion, brainstorming sessions and fieldwork. The Experiential Learning Methodology is built on the premise that participants share their current experience by means of exercises, initially in small groups, and thereafter with the entire group with guidance from the facilitators.

ProNET offers ...

...a series of 9 modules covering the key areas in managing and enhancing the competitiveness of a business. Each module can be booked separately based on the needs of the SMEs.

What does the training package include?

Module	Duration	Content
1. Business Strategy	3 days	<ul style="list-style-type: none"> • Profitability • Competitive advantage • Competitor assessment • Production efficiency and effectiveness • Product strategy
2. Quality Management	2 days	<ul style="list-style-type: none"> • Principles & Frameworks • Measurement & Monitoring
3. Production Management	2 days	Strategy techniques for planning: <ul style="list-style-type: none"> • Location • Capacity • Lay-out • Lead times production
4. Resource Management	2 days	<ul style="list-style-type: none"> • Production planning & procurement strategies • Optimum quantities
5. Product Development	2 days	<ul style="list-style-type: none"> • Creativity techniques • Product development success • Importance of innovation • Product development processes & pitfalls • Generating product ideas
6. Information Management	1 day	<ul style="list-style-type: none"> • Stages in knowledge & information • Instruments for improving • Knowledge management • Knowledge & information management processes
7. Human Resources Management	3 days	<ul style="list-style-type: none"> • Basic conditions of employment • Termination of services • Instruments & procedures of good • Labour relations • Impact of HIV/AIDS • Performance management
8. Cost & Financial Management	3 days	<ul style="list-style-type: none"> • Costing and pricing • Break-even analysis • Financial analysis • Cash flow planning
9. Export Marketing	3 days	<ul style="list-style-type: none"> • Export readiness • Export market research • Export marketing & promotion • Export plan development

Certified ProNET trainers are located in the following countries:

Bahamas
 Barbados
 Belize
 Dominica
 Dominican Republic
 Jamaica
 Suriname
 St. Kitts-Nevis
 St. Lucia
 Suriname
 Trinidad & Tobago

Where and when is ProNET available?

ProNET is available upon arrangement between registered or associated (Business Support Organizations) BSOs or Government agencies and the Caribbean Export Development Agency (Caribbean Export), who is partnering with GIZ in this capacity building initiative. ProNET is funded jointly by the GIZ EPA Implementation Support Project and Caribbean Export, both headquartered in Barbados. The programme is delivered by accredited facilitators.

GIZ - Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Established on January 1, 2011, GIZ brings together under one roof the long-standing expertise of the Deutscher Entwicklungsdienst (DED) gGmbH (German development service), the Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) (German technical cooperation) and InWEnt - Capacity Building International, Germany. As a federally owned enterprise, we support the German Government in achieving its objectives in the field of international cooperation for sustainable development. GIZ operates in more than 130 countries worldwide. In Germany we maintain a presence in nearly all the federal states. Our registered offices are in Bonn and Eschborn.

In the Caribbean region GIZ has funded an EPA (CARIFORUM-EU Economic Partnership Agreement) Implementation Support Project. The Project is located in Barbados and provides support for the implementation of the EPA through the provision of assistance to regional and national organizations. The Project is managed by Dr. Rainer Engels, Executive Project Manager.

Caribbean Export Development Agency

Headquartered in Barbados with a Sub-Regional Office in the Dominican Republic, the Caribbean Export Development Agency (Caribbean Export) is the only regional trade and investment promotion agency in the African, Caribbean and Pacific (ACP) group. Caribbean Export was established in 1996 as the trade promotion agency for 15 Member States. The Agency's mission is to increase the competitiveness of Caribbean countries by providing export development and investment promotion services through effective programme execution and strategic partnerships.

Caribbean Export's key priority sectors include: Agro-processing, Alternative Energy, Creative Industries, Health and Wellness, Light Manufacturing, Professional Services, and Specialized Tourism. The Agency works closely with the CARIFORUM Directorate, relevant government ministries across the Caribbean, and other public-private sector agencies that have responsibilities to develop and promote business, trade and investment.

For further details on the ProNET training programme please contact:

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