



## IIU BIC SUMMER CAMP

# START & IMPROVE YOUR BUSINESS - SIYB TRAINING OF ENTREPRENEURS Workshop

Business Incubation Center, IIUI in collaboration with SIYB Pakistan and ILO is pleased to announce a wonderful opportunity for potential/ aspiring entrepreneurs.

SIYB is an internationally tested product of international labour organisation (ILO) for business planning, development & management.

SIYB is divided into 3 core modules:

1. Generate Your Business Idea (GYBI)
2. Start Your Business (SYB)
3. Improve Your Business (IYB) (6 topics)

Benefits of the training include:

- Training by ILO certified trainers
- Certificate of participation by ILO/SIYB.
- A bankable business plan
- Access to manuals.
- Post Training mentoring/ coaching.

Online Training

**UP TO 50%**  
**DISCOUNT ON**  
**ALL MODULES**

Application Deadline:  
**10th August 2021**

**NB: Registration**  
**form provided in bio**

For more information

Contact: 051-9019057, email: [bic@iiu.edu.pk](mailto:bic@iiu.edu.pk), Facebook: @IIUBusinessIncubationCenter, Instagram: @iiubic

## INTRODUCTION

Start & Improve Your Business (SIYB), a product of ILO SIYB is a management-training program emphasizing on starting/ improving small businesses and creating more and better employment, particularly in emerging economies. It is internationally tested with a highly adaptable methodology and has created considerable impact in over 100 countries around the world. In the last 15 years 15 million personnel have trained resulting in the over 2.65 million new businesses and 6.39 million jobs

The three modules that are utilized in Pakistan are briefly introduced here:

1. **Generate Your Business Idea (GYBI)** is intended for people without a business plan who would like to start a business. At the end of this training, participants are expected to have developed a concrete business idea ready for implementation.
2. **Start Your Business (SYB)** training intervention is to enable potential entrepreneurs with a concrete business idea to test their entrepreneurial skills. Here they will develop a bankable business plan and encouraged to actually get started.
3. **Improve Your Business (IYB)** introduces already practising entrepreneurs to good principles of business management, i.e. marketing, costing, stock control, record keeping, buying and business planning. Relevant examples and exercises enable entrepreneurs to SIYB intervention model, identify their own business problems and actively engage in solving them.

The SYB and IYB package also include the **SIYB Game**.

The game is a major component of the training tool of the SIYB programme. It provides a practical experience of running a business inside the four walls of the training room and encourages participants to make decisions and deals with the outcomes of those decisions which resembles real world scenarios.

SIYB Training module	Original Fee (PKR)	Discounted fee (PKR) (up to 50% off)
GYBI (2 days)	5500	3000
SYB & Business Plan (3 Days)	8500	4000
IYB- Business Record Keeping (1 day)	3500	2000
IYB- Marketing (1 day)	3500	2000
IYB- Costing (1 day)	3500	2000
IYB- Buying & stock control (1 day)	3500	2000
IYB- Business Planning (1 day)	3500	2000
IYB- People & productivity (1 day)	3500	2000

To register please fill in the form on the link provided → <https://forms.gle/Lfhj9hA2cDPKWW6j8>