



Award of Training completion in the frames of the project  
COACHING FOR TRAINERS AND ENTERPRENUERS

# CERTIFICATE of Participation

THIS CERTIFICATE IS AWARDED TO

**PABLO LOPEZ GUARDIOLA**

Has completed the Entrepreneurship training according CEFE  
Methodology from November 21st to 30th of November, 2016 in  
Losser, The Netherlands. Organised by Stichting Incombinación.

  
Jovan Stalevski  
CEFE Trainer, Macedonia

  
Zoran Vitanov  
CEFE Trainer, Macedonia

# BUSINESS SKILLS TRAINING

The business skills trainings were organized by Stichting Incombinación and their partners in collaboration with experts from CEFE Macedonia. The program incorporated 12 hours of intensive trainings per module. The program is financed and supported by Erasmus + Program of European Commission.

MODULES	SHORT DESCRIPTION
Individual entrepreneurship characteristics, communications and sale.	To ascertain their personal entrepreneurial skills (acceptance of risk, self confidence, endurance, searching for opportunities); to be capable to designate their personal entrepreneurial characteristics (personal SWOT analysis); to learn how to use their strong entrepreneurial characteristics; to be conscious about the necessity to foresee their weak entrepreneurial characteristics; To became aware for signification of being entrepreneur. To be capable to appoint their personal business and managemen skills (personal SWOT analysis); To improve their skills for: communication, negotiation, management and presentation.
Strategy, organization and resources planning.	Be capable to choose the proper business model; be capable to develop a strategy for the organizational goals; to be aware about the influences of external environments towards the organization.
Marketing strategies and market research, product and services development.	To gain a knowledge about the marketing (conceptualizing marketing basics, to learn about the basics of marketing mix, to learn the durable marketing concepts); to be able of implementing a marketing researches (to be able to define the sphere of action and the benefits from the survey, to learn how to make a plan for marketing research, to be able of defining the content of the survey; consumers, the competition, market prizes, etc. . . to get acquainted of the tools and techniques for marketing research, to be able to perceive the consumer needs and the rivals position); to learn how to make basic marketing plan (to be able to define an unique selling characteristics, to learn how to appoint the separate steps in a marketing planning).
Financing a small businesses.	To be able to comprehend and to prepare financial plan; to learn how always to have insight at the financial condition in the organization; to be able to estimate the monthly/annually selling capacities and to identify the main operative costs; to be able to make an analyses of cash flow; to be able to read and to use the financial reports (balance of condition, balance of success, cash flow); recognition of financial parameters; to be able of making a budget; to be able to recognize the forms and kinds of small and medium companies and to be able to choose between them; to be able to identify the juridical and tax implications while the registration of business.
Business plan making.	To understand the distinction of the business plan (BP) (to understand what really means); be able to make a BP (to get acquainted with the particular elements of BP, to learn how to compose/develop the content for BP, to be able for performing a SWOT Analysis for their business concept), to know how to use BP (to understand the banks approaching, to be able of presenting their BP in front of financial institution, to be capable for using the business plan like a guide for their business).

The aim of the trainings was to train the participants how to start and successfully conduct business in their targeted regions, and also preparations for becoming an entrepreneur. The trainers are selected from Macedonia. Each trainer is an expert in his field of expertise.

**Training methods:** experiential learning cycle, group work, discussions, lectures, practical exercises, guests/experts, visits, fieldwork, presentations.

**Working language:** English.