



POST RELEASE

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European Union Project Teaches Rural Community Members to Develop Small Businesses

KARAGANDY OBLAST – From August 27-29, 2018 in the framework of the *Greater Stakeholder Engagement at Local Level in East and Central Kazakhstan* EU Project, a training on development of small business for 30 rural community representatives was conducted in Nura rayon of Karagandy oblast.

The training objective was to provide comprehensible, hands on applicable knowledge in the area of entrepreneurship development and establishment. The following methods were used during the training: energizers, small group work, presentations and discussions, mini-lectures, Q&A sessions, and brainstorming.

Training participants gained knowledge on the following topics:

- Fundamentals of entrepreneurship. Discussion of frequent mistakes of entrepreneurs. Seven methods of searching for business ideas
- Resource analysis. 7 types of resources for starting and developing a business. Analysis and diagnostics of resources.
- Generating a business idea. Work in small groups, diversification of an actual project.
- Activity work mapping. Business planning. Analysis of strengths and weaknesses, opportunities and threats. Work in groups, brainstorming based on actual projects. Project presentations.
- PEST analysis. Analysis of external market factors. Difference between PE and LLP. Taxes and taxation.
- Effective marketing tools. Examples of the use of the Pareto Act - 80/20 Principle, scopes where it can be used. The analysis of the market and the basic principles of marketing research. 5P marketing complex: product, price, place, promotion, participants.
- Consumers behavior. Definition of the target audience. Assessment of consumers' needs. Points of contact with consumers. Rules for creating an advertising message. Skills and tools for business promotion.
- Studying the structure of the business plan, skills for development of a business plan. Calculation of break-even point on the chart and examples.
- Identification of entrepreneurial skills. Analysis of real entrepreneurship cases.
- State programs to support entrepreneurship.
- Management of personal finances (management of family budget, ways and instruments of accumulation, as well as augmentation of personal capital).

Training materials are available at the following link <http://argonet.org/materialy-proekta/>.

Business enterprises created with the support of the *Greater Stakeholder Engagement at Local Level in East and Central Kazakhstan* EU project will focus on providing job opportunities for women, youth and other socially vulnerable groups. All organizations of small or medium-sized businesses will contribute to the replenishment of local budgets. Project experts will provide support to participants in the process of developing projects.

The EU project is implemented from 2017 to 2020 by ARGO Civil Society Development Association, Foundation for Local Government Reform (Bulgaria), "Local Self Governance Development Centre" PF, and ECOCENTER Karagandy Regional Ecological Centre. The total budget of the project is 470 000 euros, of which the EU contribution is 420 000 euros.

Reference Information

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