

# LEAP

Leaders Entrepreneurship Acceleration Programme

## How to Build A Bankable Business... Fast and Simple!

**Leaders Entrepreneurship Acceleration Programme (LEAP)** is a unique entrepreneur development programme for entrepreneurs aspiring to turn their ideas into a sustainable and bankable business.

The programme will familiarize you with Business Model, strategic management and entrepreneurial strategy tools which makes it handy for you to write a bankable business plan favorable for financing offers.

*\*Eligible for enterprise that has been in operation for at least 6 months.*

### WHO SHOULD ATTEND

New and existing entrepreneurs aspiring to:

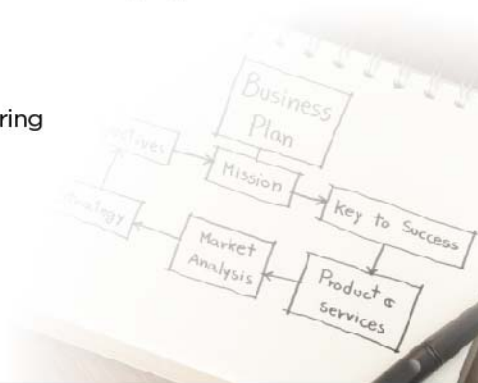
- Transform their ideas into a sustainable and bankable business plan
- Prepare a full set of business proposal for financing application

### METHODOLOGY

- Knowledge Sharing Session
- Periodical Business Coaching & Mentoring

### 4 TOUCH POINTS

- Half day session
- Limit to 3 hours



### Business Modeling using Business Model Canvas (BMC)

- What is it?
- The 9 Building Blocks
- How to Maximise Your Business Model Plan

### Developing A Strategic Business Plan

- An Entrepreneur's Journey
- The Importance of Business Plan
- Viability & Bankability Concepts
- 5C's Evaluation Criteria

### Operational/Technical Aspect

- Location of Business Premises
- Renovation Works
- Margin of Financing (Machinery /Equipment/Vehicle & MOF)
- Process Flow and SOPs
- Raw Materials/Stocks

### Marketing Aspect

- Product/Service Profile
- Industry Research
- Customer Segments
- Marketing Mix Plan & Strategies
- Marketing Strategy
- Competitive Analysis

### Management Aspect

- Essential Management Skills
- Organisation Structure
- Experience and Know-How

### Financial Aspect

- Costing and Budgeting
- Working Capital Concept
- Financial Projection

### Conclusion

- SWOT & Mitigation Strategies

Please log on to [www.cedar4growth.my](http://www.cedar4growth.my) for more info.

## GIVE OUR FRIENDLY TEAM A CALL TODAY

### SAIFUL RIDZUAN ABU BAKAR

Tel • +603 2615 2020 ext. 3064 / +6012 248 0924  
 Email • saiful.ridzuan@smebank.com.my

### WAN KHALAF

Tel • +603 2615 2006 / +6016 262 3424  
 Email • khalaf@smebank.com.my