



# 4 DAY HOW TO START A BUSINESS

ONLINE WORKSHOP

The rules of the economy have changed post Covid-19, with a steady loss of jobs across many sectors creating a severe crisis for the youth. In such times, more than ever, there is need for successful entrepreneurs with knowledge of various aspects of doing Business.

'HOW TO START A BUSINESS' Workshop is an initiative of **Sleepwell Foundation**, the CSR arm of Sheela Foam Ltd., the makers of Sleepwell Mattresses. The Online Workshop will provide a comprehensive knowledge of setting up a business and running it successfully.

## About the Online Workshop

**Eligibility:** 12th Pass and above (Females only)

**Cost:** Sleepwell Foundation is bringing this Workshop to participants **FREE OF COST**

**Schedule:** 4 days from 11:00 AM to 3:30 PM with short breaks.

**Language:** Workshop will be conducted in English

**Certification:** The course completion certificate will be given to only those participants who attend all four days & all sessions.

## Topics Covered

Introduction to Business, SWOT Analysis, Entrepreneurship, Steps to Choose Right Business, Market Research, Business Plan, Formation of a Business Entity, Registrations & Legal Requirements, How to get Funds for Business, Information Technology & Digital Marketing.

## Training Partner

Conducted by trainers of **MacLead Certification** along with domain experts, this Online Workshop will be interactive, involving and interesting. Real life experiences will be shared by leading entrepreneurs.

## Date and time of Workshop

**11-14 February, 2021**  
11:00 AM to 3:30 PM with short breaks  
(Online Registration to start soon)

## For registration / information:

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