



**A Business Management Training Programme
for Micro, Small and Medium-sized
Enterprises (MSMEs)**



ProNET is a training programme for owners and managers of Micro, Small and Medium-sized Enterprises (MSMEs) who want to grow their businesses, become more competitive and are export ready.

MSMEs are defined as enterprises with more than 5 but less than 25 employees. ProNET is designed to benefit businesses operating in a vast array of productive industries included in manufacturing.

ProNET aims to raise the level of productivity and profitability in MSMEs, allowing owners and managers to operate their businesses more efficiently and effectively.



Who can benefit from ProNET?

Training will be delivered to groups of 15 to 25, to those who:

- Are committed and serious about growing their businesses, charting their future and contributing to economic growth;
- Have been managing a formal MSME for more than a year;
- Are numerate, literate and possess basic business and financial management skills;
- Have identified weaknesses and/or face new challenges in the market.

ProNET offers a series of 10 modules covering the key areas in managing and enhancing the competitiveness of a business. Each module can be booked separately based on the needs of the MSMEs.

How does ProNET work?

The programme is based on the Experiential Learning Methodology: case study based and driven by practical examples and assignments. It is action-oriented by using techniques such as plenary group work and structured learning exercises, open-ended discussion, brainstorming sessions and fieldwork.

The Experiential Learning Methodology is built on the premise that participants share their current experience by means of exercises, initially in small groups, and thereafter with the entire group with guidance from the facilitators.

Certified ProNET Trainers are located in:

The Bahamas, Barbados, Belize, Dominica, The Dominican Republic, Jamaica, Suriname, St. Kitts & Nevis, St. Lucia, Suriname, Trinidad & Tobago

Module	Duration	Content
1. Business Strategy	3 days	<ul style="list-style-type: none">• Profitability• Competitive advantage• Competitor assessment
2. Quality Management	2 days	<ul style="list-style-type: none">• Principles & Frameworks• Measurement & Monitoring
3. Production Management	2 days	<ul style="list-style-type: none">• Location• Capacity• Layout• Lead times production
4. Resource Management	2 days	<ul style="list-style-type: none">• Production planning & procurement strategies• Optimum quantities
5. Product Development	2 days	<ul style="list-style-type: none">• Creativity techniques• Generating product ideas• Importance of innovation• Product development processes and pitfalls
6. Information Management	1 day	<ul style="list-style-type: none">• Stages in knowledge and information• Instruments for improving knowledge management• Knowledge and information management processes
7. Human Resources Management	3 days	<ul style="list-style-type: none">• Basic conditions of employment• Labour relations• Termination of services• Performance management
8. Cost & Financial Management	3 days	<ul style="list-style-type: none">• Costing and pricing• Break-even analysis• Financial analysis• Cash flow planning
9. Export Marketing	3 days	<ul style="list-style-type: none">• Export readiness• Export market research• Export marketing & promotion• Export plan development
10. Energy Management and Renewable Energy	2 days	<ul style="list-style-type: none">• Role of Energy in businesses• Available energy products and services• Creating annual energy consumption profile• Renewable energy integration

Where and when is ProNET available?

ProNET is available upon arrangement between registered or associated Business Support Organizations (BSOs) or Government agencies and the Caribbean Export Development Agency (Caribbean Export), who is partnering with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH in this capacity building initiative. ProNET is funded jointly by the GIZ EPA Implementation Support Project and Caribbean Export, both headquartered in Barbados. The programme is delivered by accredited facilitators.



Implemented by

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH



C A R I B B E A N
EXPORT
DEVELOPMENT AGENCY

Established on January 1, 2011, GIZ brings together under one roof the long-standing expertise of the Deutscher Entwicklungsdienst (DED) gGmbH (German development service), the Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) (German technical cooperation) and InWEnt - Capacity Building International, Germany. As a federally owned enterprise, we support the German Government in achieving its objectives in the field of international cooperation for sustainable development. GIZ operates in more than 130 countries worldwide. In Germany we maintain a presence in nearly all the federal states. Our registered offices are in Bonn and Eschborn.

In the Caribbean region GIZ has funded an EPA Implementation Support Project. The Project is located in Barbados and provides support for the implementation of the EPA through the provision of assistance to regional and national organizations.

Headquartered in Barbados with a Sub-Regional Office in the Dominican Republic, the Caribbean Export Development Agency (Caribbean Export) is the only regional trade and investment promotion agency in the African, Caribbean and Pacific (ACP) group. Caribbean Export was established in 1996 as the trade promotion agency for 15 Member States. The Agency's mission is to enhance the competitiveness and value of Caribbean brands through the delivery of transformative & targeted interventions in Export Development and Investment Promotion.

Caribbean Export's priority sectors include: Agro-processing, Creative Industries, Financial Services, Health and Wellness, Manufacturing, Professional Services, Renewable and Specialized Tourism. The Agency works closely with the CARIFORUM Directorate, relevant government ministries across the Caribbean, public and private sector agencies that have responsibilities to develop and promote business, trade and investment, and regional and international donors and development agencies.

For further details on the ProNET training programme please contact:

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