



Great North Business Incubator

Start and Grow your Business





About GNBI

The Great North Business Incubator (GNBI) was conceived as an economic engine to advance the successful development of entrepreneurial companies through a basketful of business support resources and services mainly through low cost shared space, resources and professional services.

GNBI thrives to help historically marginalised communities to start business ventures that will graduate from the program and be sustainable contributors to the Sub Saharan Africa, National, provincial and local economic development.

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Our Vision

Our vision is to be the leading Business Incubator and training organisation of excellence in providing training solutions, consultancy and business incubation services. “Nurturing innovation through a collaborative community of entrepreneurs”. Thus, becoming a world class business Incubator of Excellence.

Our Mission

To facilitate economic development and catalyze innovation, entrepreneurial development, and business success that fosters sustainable economic growth in Africa and South Africa in particular. Partnering with our clients to help them become high performing organizations in the competitive business and development environment through performance-based skills development programmes and training development programs and training.



Start and Grow Your Business

Module 1

Beating the Odds at Start-up- Start Small, Think big

This module provides an introduction to starting and growing your own business. Entrepreneurship is about survival, which nurtures creative thinking.

Business is not financial science, it's about trading-buying and selling. It introduces key definitions and presents the main principles and good practices of starting and growing your business. The main point is to Start Small and Think big.

If you can dream It, You can do it. This module is offered for free as part of our giving back to the community as always.

Leadership and Human Resources

Module 2

This module illustrates various aspects of leadership and human resources management in growing your business. SMMEs are equipped with effective leadership, human resources management, blending leadership and management, the importance of teams in growing your business.

Most of all, the module assists SMMEs in establishing an organisational culture that inspires business success through people management. The SMMEs are exposed to empowering leadership styles and the value of teams is emphasized (None of us is as smart as all of us).

The module culminates into the following philosophy. Teamwork is the fuel that allows common people to attain uncommon results.





Managing Business Finances

Module 3

This module exposes the SMMEs into the field of Finance management for the success of the business. The module examines the three aspects of managing finance namely, financial accounting, management accounting and financial strategy.

The module incorporates judgements about risks and financial decision . It also introduces SMMEs to fraudulent business transactions, investment and dividends, risk management and so on. This module guides Founders and or Directors to master the business' financial data, identify financing needs, develop a fundraising strategy, and monitor the financial performance of the business. Thus helping the SMME in making money work.

Strategy and Operations

Module 4

It is also essential to have a vision of what success will be like once that goal has been reached. This module is critical for the successful growth of the business as the SMMEs will be equipped with skills , knowledge and techniques in developing a business strategy and operational model.

The SMMEs will be exposed to new ways of doing business and determine that the thing can and shall be done , and find the way.





Marketing and Stakeholder Management

Module 5

This module is designed to support efficient and effective communication of the business with key customers and other stakeholders based on a good understanding of the marketplace. By definition, marketing is the field of management devoted to selling. It is the link between production and profit, providing the expertise for taking a product or service through the most appropriate channels to find the people most likely to buy it.

The SMMEs will be equipped with skills, knowledge and techniques needed to penetrate the market and sell. Furthermore, SMMEs will be equipped with skills to develop the marketing model that suits their businesses.

Production and Post Production

Module 6

This module provides the business Owner with an overview of sound Production practices that reduces waste and high cost of production. Market globalization and fast -paced technological change have raised customer expectations, and firms can succeed or fail depending on their ability to deliver the right goods at the right price, at the right time via the right distribution channels. If getting it wrong can be costly, getting it right takes time.

SMMEs are taught that manufacturing is more than just putting parts together . It is coming up with ideas, testing principles and perfecting the engineering as well as final assembly. The ultimate goal is to inform the SMMEs that business success , lies in improvement of products or services. Improvement usually means doing something that we have never done before. The machines, facilities, and people should work together to add value .





REGISTER NOW

Registration fee: R500.00

Course Fee: R2500.00

Total Course Fees: R3000.00

This training is designed to help jump-start your entrepreneurial journey and inculcate an entrepreneurial mindset. Thus, enabling the entrepreneur to beat the odds at start-up. We evangelize entrepreneurship in learning institutions, companies, and communities.



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