



Generate your business idea : a training manual for small scale entrepreneurs : Myanmar edition /

ILO,
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Management development guide. ILO pub. Guide de formation des cadres.
Pub OIT. Guía de desarrollo gerencial. Pub OIT.

Monografía

Start and Improve Your Business (SIYB) is a system of interrelated training packages and support materials for small-scale entrepreneurs with limited previous exposure to management training. The programme provides individuals and institutions with a comprehensive set of materials, aimed at different segments of the small enterprise sector. It deals with various topics related to small enterprise development, such as training, business counselling, monitoring and evaluation and networking

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Contenido: What is a business idea? -- Are you the right kind of person to start a business? -- Generate your own business ideas -- Analyze your business ideas and select the best one -- Your own business idea

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