

# Entrepreneuring Course Phase 2

A 3 day course, building on phase 1. Phase 1 completion is requisite for registering for Phase 2

## ***COURSE OBJECTIVE***

- Understanding the difference between marketing and sales. Learning to apply both to increase company income.
- Knowing the value of service and the impact it has on your bottom line.
- Learning what sets successful entrepreneurs apart from their competition.  
What strategies will make you stand out?
- Understanding what profit really means and how to apply savings principles.
- Planning and setting up your exit strategy
- Bringing the learnt principles to life and experience the practical application on a golf course