

Presentation of the course Independent Entrepreneur SMEs

Mrs. Sonja Velthuisen|Mr. Dave Martinus|Mr. Oliver Vieira

Curso Empresario Independiente Chikito/Mediano

MRS. SONJA VELTHUIZEN



Curso Empresario Independiente C/M

Curso pa desaroya y guia tur esnan cu kier lanta un negoshi:

- Conocemento: con pa traha un business plan
- Heramienta necesario
- Coaching
- Pitch: experiencia
- Participante ta siña con pa logra su meta

Curso Empresario Independiente C/M

Mas informacion:

- Start: Dialuna 21 di Oktober, 2019
- 11 modulo + coaching + pitch
- Duracion: 8 luna
- Frecuencia: 2x pa siman: tur dialuna y diahuebs
- Horario: 18:00 – 20:30
- Print outs di tur les lo ta disponibel
- Idioma: Papiamento (material por ta na Hulandes of Ingles)
- Luga: Auditorio na KvK

Contenido di curso

- | | |
|--|-------|
| 1. E empresario y e mercado, permits, legal entities | 3 les |
| 2. Administracion | 6 les |
| 3. Concepto di mercadeo y marketing mix | 6 les |
| 4. Strategia di marketing y servicio na cliente | 5 les |
| 5. Impuesto y legislacion | 4 les |
| 6. Digital marketing & social media | 3 les |
| 7. Website fundamentals & search engine marketing | 3 les |

Contenido di curso

- | | |
|---|-------|
| 8. Logistica y Propiedad intelectual | 3 les |
| 9. Traha un Business plan | 8 les |
| 10. Management & Leadership | 2 les |
| 11. Comienso oficial, seguro & ripiticion | 2 les |
| • Proef Examen | 1 les |
| • Pitch Business plan (entrega business plan) | |
| • Examen (teoria) | |
| • Graduacion | |

Participacion di curso

- 46 les den 8 luna, un pitch y un examen/herexamen
- Ausencia: max. 20%
- Middenstandsdiploma
- Derecho riba examen (25% - 50% - 25%: 2019-2020)
- Herexamen: Afl 25,00
- Den registro KvK lo menciona cu a completa e curso cu exito

DOCENTENAN

- Specialistanan riba tereno specifico
- Idioma: Papiamentu
- Material di les por ta na Ingles of Hulandes

PRIJS DI CURSO

Afl. 795,00

Prijs ta inclui:

tur material geprint, guia y coaching di e docentenan, luga, bebida, asistencia di KvK unda ta posibel.

No ta inclui den prijs:

- gasto extra pa herexamen: Afl 25,00
- Inschrijfgeld: Afl. 25,00

CON PA REGISTRA?

- CV & carta
- Entusiasma!
- Augustus → intake
- Registra di biaha
- Yama nos: 582.1566, ext. 30/42/27 of email: businessinfo@arubachamber.com



Pregunta?

Your COACH

Dave Martinus

- Certified Business Coach
- Certified Management & Leadership Trainer
- Facilitator for the Aruba Chamber of Commerce
"Independent Entrepreneur Small & Medium Business"
- Facilitator for Department of Economic Affairs
- "A prepared Entrepreneur"
- Facilitator for Enseñansa Pa Empleo "From Employee to Top Manager"
- 2018 Caribbean Coach of the Year
- 2019 Business Excellence Forum Award Winner



Roles of Business owner

The Technician

The Manager

The Entrepreneur

DREAMS

x

GOALS

x

LEARN

x

PLAN

x

ACTIONS

=

RESULTS



Microfinanciering Aruba



Qredits Aruba Team:

Oliver Vieira MBA. (Sr. Bedrijfsadviseur)

Geraldine Bardouille MSc. (Jr. Bedrijfsadviseur)

Qredits Mission Statement

Provide financing and mentoring for starting/existing entrepreneurs that have a viable business plan yet are unable to obtain financing through regular channels in order for them to obtain economic, financial and social independence.

In this way Qredits wants to stimulate entrepreneurship.

Mentoring before start-up

(Education)



Credit (Financing)

Business loan up to Afl 100.000,-

Coaching after start-up

(Guidance)





Microcredit Aruba characteristics:

- Term: 1– 10 years
- Maximum loan amount: Afl 100.000,- Interest rate:
- 9.75% during entire loan term Closing costs: Afl 500,- –
- Afl 1.350,-
- Collateral: Business Assets & Personal Guarantee

Microcredit Aruba process:

- •Apply online at www.qredits.com
- •Intake interview/process by Loan Officers
- •Screenings process by Loan Officers
- •Final approval of loan by Qredits Risk Manager (NL)
- •Entrepreneur opens a bank account at a local bank
- •Estimated time frame: 5 weeks

Q-Map: Aruba



Districts

• Oranjestad	39
• Noord	24
• Santa Cruz	11
• Paradera	10
• Savaneta	8
• San Nicolas	8

The Business Plan



Unique Selling Position



The Pitch



