

Entrepreneurship programme In Turkey

TEXT AND LAYOUT BY: **AMAL FOR EDUCATION**
AMAL İNSANİ YARDIM DERNEĞİ (AİYD)

Photo: Envato



Co-Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the granting authority. Neither the European Union nor the granting authority can be held responsible for them.



Photo: CRAFT-ACT

ENTREPRENEURSHIP PROGRAMME

The CRAFT-ACT ENTREPRENEURSHIP Programme // 2023-2024

The Entrepreneurship and Financial Education Programme within the Craft-Act project is a 20 hour programme designed to empower migrant communities in Turkey by providing them with essential skills for managing and growing small businesses. This programme teaches participants fundamental aspects of entrepreneurship, from financial management and budgeting to marketing strategies and digital payment methods, building a foundation for their own business ventures.

In addition to promoting social integration, the programme aims to enhance participants' economic opportunities by equipping them with practical tools that can be applied in various entrepreneurial fields. By the end of the course, participants not only gain the confidence to launch and manage their own small businesses but also develop greater self-sufficiency and economic independence, paving the way for a sustainable livelihood and community contribution.

Aims

The aim of the Entrepreneurship and Financial Education programme is to empower migrants by equipping them with essential business and financial skills expanding their economic opportunities. Through practical, hands-on training, participants develop both entrepreneurial and financial competencies, enabling them to integrate more fully into their communities and explore new pathways to economic independence.

Social value

The programme creates significant social value by promoting community connections and knowledge exchange among migrants. It enhances social inclusion, helping participants build supportive networks, share entrepreneurial experiences, and strengthen their sense of belonging in their new environments. Through collaborative learning, the programme promotes financial literacy and self-sufficiency, contributing to a more cohesive and empowered community.

PROGRAMME IN TURKEY

1. Introduction to Entrepreneurship

- Definition and importance of entrepreneurship.
- Key components of entrepreneurship, including the basic business model elements.

2. Exploring Business Models

- Introduction to different types of business models and their core components.
- Overview of the Business Model Canvas as a tool to visualize business structures.
- Examples of key business models and various types of commerce in entrepreneurship.

3. Artificial Intelligence in Entrepreneurship

- Understanding the role of AI in business development and efficiency.
- Examples of AI applications in entrepreneurship, from automation to customer insights.

4. Business Setup in Turkey

- Overview of business types in Turkey and the main entities supporting entrepreneurs, such as KOSGEB & Kolay Destek.
- Essentials of trademark protection and taxation types in Turkey.
- Managing tax files and electronic invoicing within the Turkish business landscape.

5. Crafts and Technical Professions in Turkey

- Overview of various crafts and technical professions in Turkey and their potential in the market.
- Registration procedures for joining craftsmen and technicians' unions.

6. Financial Management for Small Businesses

- Calculating the break-even point and creating a project budget.
- Banking operations and essential financial management tools.
- Introduction to task management applications for entrepreneurs.

7. E-Commerce and Selling on Marketplaces

- Selling crafts and other products on popular e-commerce platforms like Amazon, Trendyol, and Etsy.
- Key strategies for reaching a larger audience and maximizing sales potential.

