Garnet
Garnet Global Training Center

GGT-ER-116

Entrepreneurship, SMEs & Family Business

# Small Business Marketing

التسويق للمشروعات الصغيرة

| Duration | Language | Formats | Hours | Level |
|---|---|---|---|---|
| **5 or 10 days** | **English or Arabic** | **Classroom, online, in-house** | **35 / 70** | **Intermediate (practitioner)** |

## Overview

Participants in Small Business Marketing practise the methods, tools and standards they need to perform reliably and solve problems on the job. Start, grow and govern businesses, from first idea to family succession. It runs as a 5-day or 10-day program in English or Arabic, in classrooms in Dubai, Riyadh, Cairo, London, Istanbul and other cities, or live online, and can be delivered in-house.

## What you will be able to do

- Apply the methods and standards of Small Business Marketing to real tasks.
- Share good practice with your team.
- Use the right tools, checks and calculations step by step.
- Diagnose common problems and identify root causes.
- Interpret data and results correctly and act on them.

## Who should attend

Founders, SME owners, family business members and innovation managers. Practitioners with one to five years of experience benefit most.

## Key topics

- Business models and planning
- Funding and investors
- Growth and scaling
- Governance and succession
- Digital go-to-market
- Financial basics for owners

## Formats and fees

| | |
|---|---|
| 5-day classroom | **USD 4,750** |
| 5-day online | **USD 2,950** |
| 10-day classroom | **USD 8,950** |
| 10-day online | **USD 5,450** |
| In-house | **Quotation per group** |

Fees per participant, excluding VAT.

## Register or ask

**WhatsApp:** +971 56 674 7382

**Email:** info@garnettrainings.com

**Training:** training@garnettrainings.com

**Web:** garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

## Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

## 5-day outline

### Day 1 Small Business Marketing: principles and standards

- Financial basics for owners
- Checklists and templates to take away

### Day 2 Methods and tools in practice

- Business models and planning
- Funding and investors

### Day 3 Diagnosis and problem solving

- Growth and scaling
- Group discussion and peer review

### Day 4 Quality, safety and documentation

- Governance and succession
- Measurement and reporting

### Day 5 Workshop, assessment and action plan

- Digital go-to-market
- Hands-on workshop on a workplace challenge

## 10-day outline

### Day 1 Small Business Marketing: principles and standards

- Financial basics for owners
- Checklists and templates to take away

### Day 2 Methods and tools in practice

- Business models and planning
- Funding and investors

### Day 3 Diagnosis and problem solving

- Growth and scaling
- Group discussion and peer review

### Day 4 Quality, safety and documentation

- Governance and succession
- Measurement and reporting

### Day 5 Workshop, assessment and action plan

- Digital go-to-market
- Hands-on workshop on a workplace challenge

### Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Common mistakes and how to avoid them

### Day 7 Digital tools, data and automation

- Analysis tools and software
- Using AI in this field

### Day 8 Benchmarking against international practice

- Global performance benchmarks
- Regional and international case studies

### Day 9 Capstone project

- Analyse a real challenge from your organisation
- Build the solution and implementation plan

### Day 10 Presentations, final assessment and certificates

- Project presentations and review
- Final exam and certificate award

## Schedule 2027–2030

| Dates | Format | City | Language | Fee (USD) |
|---|---|---|---|---|
| 19–23 Apr 2027 | 5-day classroom | Kuala Lumpur | English | 4,750 |
| 16–20 Aug 2027 | 5-day classroom | Abu Dhabi | Arabic | 4,750 |
| 17–28 Oct 2027 | 10-day classroom | Cairo | English | 8,950 |
| 20–24 Dec 2027 | 5-day online | Live online | English | 2,950 |
| 3–7 Apr 2028 | 5-day classroom | Dubai | English | 4,750 |
| 14–25 May 2028 | 10-day classroom | Amman | Arabic | 8,950 |
| 4–8 Sep 2028 | 5-day classroom | Casablanca | English | 4,750 |
| 9–20 Oct 2028 | 10-day online | Live online | Arabic | 5,450 |
| 19–23 Feb 2029 | 5-day classroom | Barcelona | English | 4,750 |

| Dates | Format | City | Language | Fee (USD) |
|---|---|---|---|---|
| 4–8 Jun 2029 | 5-day online | Live online | Arabic | 2,950 |
| 14–25 Oct 2029 | 10-day classroom | Riyadh | English | 8,950 |
| 18–22 Nov 2029 | 5-day classroom | Doha | English | 4,750 |
| 21 Jan – 1 Feb 2030 | 10-day online | Live online | English | 5,450 |
| 10–21 Feb 2030 | 10-day classroom | Kuwait City | Arabic | 8,950 |
| 1–5 Sep 2030 | 5-day classroom | Muscat | Arabic | 4,750 |
| 18–22 Nov 2030 | 5-day classroom | Vienna | English | 4,750 |

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/