



Film Screening to Support Entrepreneurship!!

You're the Boss: Starting and Running Your Own Business (2011)
Films Media Group

Language: English

Date: Wednesday, April 17, 2013 at 2:00 p.m.

RSVP Required

To attend, RSVP to MugaboC@state.gov by 17:00 Monday, April 15.

Venue: U.S. Embassy, Kacyiru

Movie Summary

Entrepreneurship offers freedom from authority, the ability to pursue one's passion, infinite financial prospects, and excitement!!

Designed for anyone currently thinking about starting a business as well as those who want to push full-steam ahead, this video series provides inspiration, insight, and nuts-and-bolts guidance on building a sustainable business.

Packed with advice from experienced entrepreneurs, this video series highlights smart ways to generate recognition for a start-up business and drive traffic to it. Viewers learn the necessity of researching a competitor's advertising tactics, developing a marketing plan, and testing various promotional strategies.

The series include:

Planning Your Business: Research, Goals, and Business Plans
Starting Your Business: Financing, Branding, and Regulations
Finding Your Customers: Marketing and Advertising Your Business