**Training Need Assessment Form for Women-led/operated SMEs (textiles and other sectors)**

USAID Small and Medium Enterprise Activity (SMEA) is a five-year project that is supporting Pakistan in small and medium enterprise (SME) led economic growth that will help create jobs, foster entrepreneurship, and contribute to an increased GDP. As a part of the United States Government’s long-term commitment to helping Pakistanis secure a more prosperous future by increasing household incomes and employment, nurturing competitive small and medium enterprises, expanding trade and investment and creating more rewarding business opportunities, SMEA is working towards improving the enabling environment for private sector-led growth.

The purpose of this exercise is to finalize/customize the training contents to SME needs that will help SMEA to design, implement and finance training programs and register SMEs for the training that will result in their competitiveness and growth.

|  |
| --- |
| **Contact Information** |
| Company Name |  |
| Name of Owner/Partner/Director:  |  |
| Address |  |
| Contact Numbers | Cell:  |  | PTCL |  |
| Email: |  |
| Website (if any): |  |

**Training related information**

1. **Will you be interested in attending one/two days Training to be arranged by USAID SMEA in your area?**

[ ]  Yes [ ]  No.

1. **Training in which of the following functional areas will improve the performance of your organization?** Click on Module – I to get registered for the 19-20th Dec and you may propose other as well for your future need.

|  |  |  |
| --- | --- | --- |
| **Select** | **Category** | **Sub – Topics** |
|  | **Module I**  | * Business model canvas

**PHMA House, 37-H, Block-6, P.E.C.H.S., Karachi*** Revenue model development

**Dec 19 -20, 2018** * Customer Personas Development
* Pricing
* Digital Marketing
 |
|  | **Any Other**  |  |

Fill below as well **only in case** participant is other than the owner (only female)

|  |  |
| --- | --- |
| Participant Name  |  |
| Contact Numbers | Cell:  |  | Email |  |

**Module – I is free of cost and participants who are interested to learn and adopt the skills in their enterprise are welcomed**

**Please email to amehdi@pakistansmea.com after completing the form. In case of any query, please call at 0317-5489458**