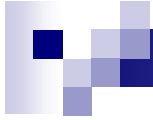




OUTCOME OF REPORT OF WORKSHOP 1
: ENHANCING ICT CAPACITY AND PROMOTING
BUSINESS DEVELOPMENT SERVICE (BDS) TO
SUPPORT WOMEN ENTREPRENEURS
REPORTED BY
HAJAH MORDIAH HAJI JACKIA
WOMEN BUSINESS COUNCIL OF BRUNEI
DARUSSALAM



■ CHAIR:DR. PARK YOUNG-HAI

SPEAKERS

■ MS DIANA ABRUZZI

■ DR KIM KIO-CHUNG

■ DR LORNA WRIGHT

■ MS PHAM THI THU HANG

■ DR MARSHA FIRESTONE

■ MS HOPE ONG



3 MAJOR CLUSTERS

- THE IMPORTANCE OF ICT
- THE IMPORTANCE OF CAPITAL INJECTION
- THE IMPORTANCE OF STRATEGY



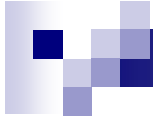
THE IMPORTANCE OF ICT

- TO ENHANCE BUSINESS GROWTH
 - WEBSITE
 - BLOGGING
 - E-BANKING
 - IN TOUCH WITH INTERNATIONAL PLAYERS
 - GAIN INFORMATION
 - DECREASE COST
 - INCREASE EFFICIENCY
 - HOMEBASED BUSINESS




THE IMPORTANCE OF CAPITAL INJECTION

- VENTURE CAPITAL-BANKS
- MICRO FINANCE:USING CREDIT
- START UPS-FAMILY AND FRIENDS
- MEZZANINE FUNDS-BUSINESS ANGELS
- MEZZO FINANCE-BANKS



VENTURE CAPITAL CRITERIA

- A WELL-STRUCTURED BUSINESS PLAN
- A CREATIVE MARKETING PLAN
- A WELL THOUGHT OUT BUSINESS STRATEGY



THE IMPORTANCE OF STRATEGY:ROADMAP TO A MILLION DOLLAR BUSINESS

- THE USE OF PROFESSIONAL ADVISERS
- THE USE OF SOPHISTICATED MANAGEMENT PRACTICES
- THE IMPORTANCE OF SOURCING FUNDS
- THE IMPORTANCE OF NETWORKING



- **HOW TO BECOME A LEADING EDGE COMPANY**

- **INNOVATION**
- **STRATEGIC ALLIANCES**
- **INTERNATIONAL EXPANSION**
- **OFFERING THE SAME CUSTOMER MULTIPLE PRODUCTS**
- **NICHE MARKETING**



OTHER CRITERIA

- SMART, FOCUSED, HARD-DRIVING AND CONFIDENT
- BE PREPARED TO “DREAM THE BIG DREAM” AND HAVE BIG GOALS



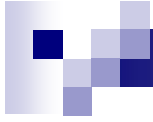
RECOMMENDATIONS

- ECONOMIES TO SUPPORT WOMEN-OWNED BUSINESSES THROUGH THE PROVISION OF ICT TRAINING
- MNCs OR CONGLOMERATES TO PROVIDE TRAINING AS THEIR COMMUNITY CORPORATE COMMITMENT EG MICROSOFT TAIWAN
- ENCOURAGE AND EDUCATE WOMEN IN THE INVESTMENT PROCESS
- ENCOURAGE INVESTORS TO INVEST IN WOMEN-LED VENTURES
- FUND PROGRAMMES
- TRACK INVESTMENT
- THE RELATIONSHIP OF BUSINESS ANGELS AND GOVERNMENT



RECOMMENDATIONS

- WOMEN-OWNED BUSINESSES TO WORK COLLECTIVELY WITH CORPORATIONS, GOVERNMENT, ACADEMIA, NON-PROFIT ORGANIZATIONS OR OTHER WOMEN-LED BUSINESSES



THANK YOU FOR YOUR ATTENTION