

# ICT - ESD PROGRAMME



## TechElite Accelerator Programme

- Business Intelligence
- Market Positioning
- Branding
- Customer Acquisition
- Government RFP  
Readiness
- Corporate RFP  
Readiness
- Software  
Development
- Supply Chain Mng
- Global Reach

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# Programme Outline

## Enterprise and Supplier Development Programme: Unlocking Tech Excellence

### 1. Needs Assessment and Business Intelligence

- In-depth analysis of participants' business knowledge and tech capabilities.
- Identification of growth areas for branding, customer acquisition, and market leadership.

### 2. Strategic Branding and Market Positioning

- Customized strategies for establishing a strong brand presence.
- Techniques to become a recognized leader in the tech sector, positioning for government tenders.

### 3. Customer Acquisition Mastery

- Targeted approaches for attracting clients in the tech industry.
- Practical customer acquisition techniques to expand market reach.

### 4. Government Tender Readiness

- Guidance on meeting government procurement requirements.
- Development of robust tender submission strategies.

### 5. Software Development Excellence

- Comprehensive overview of the software development lifecycle.
- Hands-on training on the latest technologies and methodologies.

## 6. End-to-End Supply Chain Management

- Strategies for efficient supply and delivery of both hardware and software products.
- Supply chain optimization for cost-effectiveness.

## 7. Microsoft Accredited Partnerships

- Insight into Microsoft accreditation programs and benefits.
- Assistance in establishing and nurturing Microsoft partnerships.

## 8. Entrepreneurial Tracks: Grassroots, Commercial, Scale

- Tailored modules for entrepreneurs at beginner, medium, and advanced levels.
- Gradual progression to align with the business growth journey.

## 9. Mentorship and Networking Opportunities

- Access to industry mentors for personalized guidance.
- Networking events facilitating collaboration and knowledge-sharing.

*This comprehensive Enterprise and Supplier Development program is designed to empower tech entrepreneurs at every stage, ensuring a holistic and impactful journey toward success in the dynamic ICT sector.*

