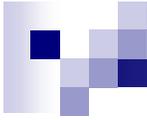


OUTCOME OF REPORT OF WORKSHOP 1  
: ENHANCING ICT CAPACITY AND PROMOTING  
BUSINESS DEVELOPMENT SERVICE (BDS) TO  
SUPPORT WOMEN ENTREPRENEURS  
REPORTED BY  
HAJAH MORDIAH HAJI JACKIA  
WOMEN BUSINESS COUNCIL OF BRUNEI  
DARUSSALAM



■ 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



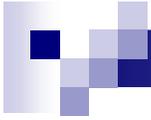
# RECOMMENDATIONS

- ECONOMIES TO SUPPORT WOMEN OWNED BUSINESSES THROUGH THE PROVISION OF TRAINING OF ICT
- 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