

Brief on Microfinance Product Design and Business Planning

Duration: 05 Days

Language: Chinese and English

Course Brief:

The training has been designed to enable the participants to design market driven, appropriate and sustainable financial products and to prepare business plan for their microfinance programmes to maintain growth, efficiency and productivity of the programmes.

Target Participants:

The training addresses mid-level to senior level staff of microfinance institutions, NGOs, commercial banks having microcredit operations.



Course Objectives:

Upon completion of this course, the participants will be able to:

- **FORMULATE** microfinance business plan.
- **IDENTIFY**, assess, and select appropriate clients for loans.
- **DESCRIBE** the process and techniques of market research for area survey.
- **EXPOSE** participants to the design, management, and operations of Microfinance Products.
- **HANDLE** Microfinance products and its lending modalities.
- **PREPARE** an Action Plan geared in the direction of microfinance credit delivery process and operations.