



TM

Marketplace R.E.D  
**Academy**

OCHEHU

The beginning is the most important part of the work, and continuing intelligently is crucial to a business' survival.





# Marketplace **R.E.D** **Academy**

Marketplace R.E.D Academy is a specialized intervention that bridges the knowledge gap and mitigates the increasing level of business failure in our economy. While survival is the motivation behind most start-ups, it is however imperative that businesses start well and their owners are well equipped to sustain relevance to the customers they serve; remain highly competitive, and ensure profitability



Our  
Objectives  
are to;



1 2 3 4 5

Equip intending, start-up entrepreneurs, and existing small business owners with the essential business knowledge and skills needed to ensure growth, stability, efficiency, survival, and continuously meet the needs of their customers.

Equip participants with functional and foundational concepts to think critically and solve business problems.

Contextualize locally, global best practices in relatable and implementable terms.

Spur innovative thinking and creation of unique solutions to business problems.

Provide Business Mentorship for entrepreneurs.

This  
Academy is  
for individuals  
who;

Are ready to transit  
from paid employment  
to entrepreneurship.

Want to start a  
business as a side  
hustle.

Are currently running  
a start-up or small  
business.

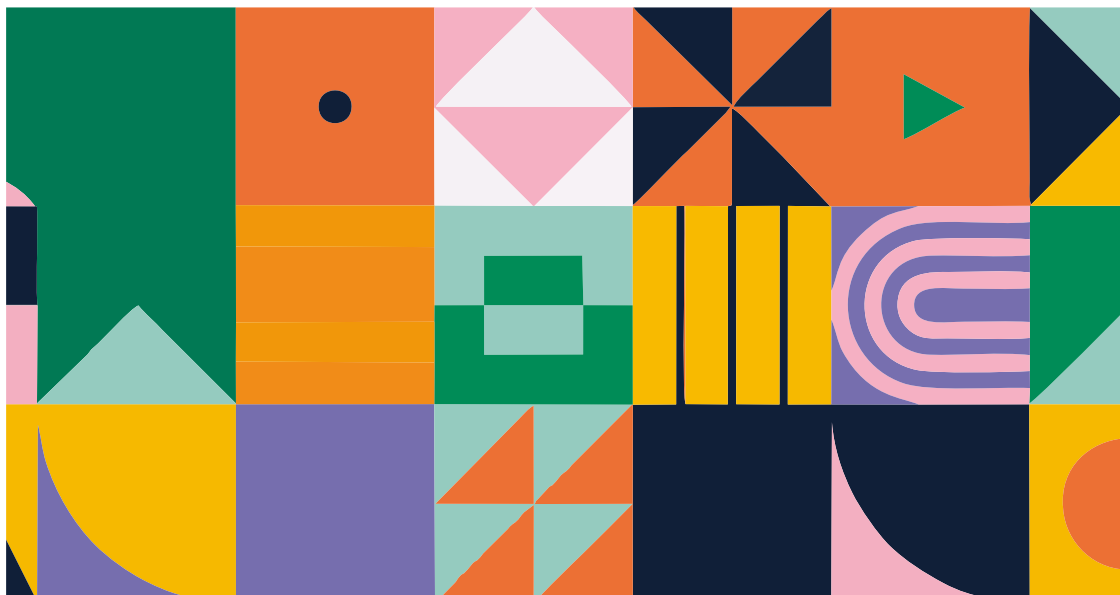




# Marketplace Readiness

# Programmes

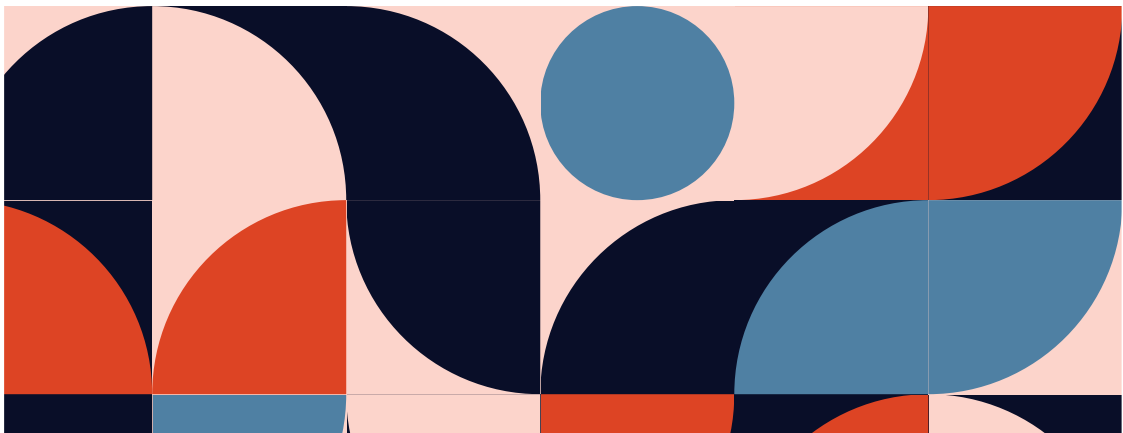
Programmes	Modules	Programme Design
<p>A 2-week entrepreneurship readiness masterclass designed to equip aspiring entrepreneurs with the arsenals they need to kick off their businesses and set them on a pedestal for continued success irrespective of the challenges they might face along their entrepreneurial journey.</p>	<p>Entrepreneurship; Passion to Profit</p> <p>Legal Basics of Business</p> <p>Market Gap Spotting</p> <p>Business Communication</p> <p>Business Presentations</p> <p>Business Writing</p> <p>Business Branding, Marketing and Sales</p> <p>Business Plan Writing and Development</p> <p>Temperaments and business compatibility</p>	<p><b>Learning Mode:</b> Virtual</p> <p><b>Duration:</b> 2 Weeks (On Thursdays, Fridays and Saturdays)</p> <p><b>Investment:</b> <b>\$1000</b> per individual</p>



# Keeping Your Business in Business

# Programmes

Programmes	Modules	Programme Design
<p>New ideas and innovations are being churned out and implemented daily by the competition and the battle for survival in today's business environment (Internal and external) are fierce.</p> <p>This interactive masterclass is designed to help you turbocharge your business amidst unfavourable conditions as you rub minds with top players from various industries on how to</p> <hr/> <p>Make the crucial transition from Competing to Pacesetter</p> <p>Ride on the economic waves to turn business weaknesses and threats in your favour</p> <p>Leverage marketplace essentials to establish and sustain dominance.</p>	<p>Market Gap Spotting: Identifying opportunities for growth and diversification.</p> <p>Going Global: Understanding the Principles of How, When and What</p> <p>Sustaining your business through different phases</p> <p>The Role of Branding and Marketing in Business.</p> <p>Venture Sustainability: The Leadership Factor</p> <p>Reinventing your business model</p> <p>Negotiation skills</p> <hr/> <p><b>Bonus Session:</b> Practical lessons from industry experts</p>	<p><b>Learning Mode:</b> Virtual</p> <p><b>Duration:</b> 2 Weeks (On Thursdays, Fridays and Saturdays)</p> <p><b>Investment:</b> <b>\$1000</b> per individual</p>



# On enrolling and active participation for any of the programmes you will gain access to

3-month business mentoring from the commencement of the programme.

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Video recording of all module sessions held during the programme.





# How can I book a seat?

visit [fifthgearplus.com.ng/MRA](http://fifthgearplus.com.ng/MRA)  
to complete the registration form



Receive enrollment  
confirmation

**01**  
STEP

**02**  
STEP

**03**  
STEP



Make the required investment  
deposit to Fifth Gear Plus  
Resources Limited.



First Bank Nigeria  
2027468083 (NGN)  
GTBank  
0255731329 (USD)



Call

+234 807 777 7172

or send a mail to

[programmes@fifthgearplus.com.ng](mailto:programmes@fifthgearplus.com.ng)



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