

## **Executive Summary**

Dubai is the business hub of Middle East. The population of Dubai has historically maintained a correlation with economy. Companies draw people from different parts of the world to meet their workforce requirements. Improving personal finances and high earning potential motivates many to relocate to Dubai. Many expatriates flow into the country with limited qualifications for low skilled occupations. Although they have an opportunity to grow or find a better job placement, lack of qualification and knowledge decelerate their progress.

The objective of the training centre is to fulfill the market gap by transferring the knowledge and skills and potential job placement among trainees. The training centre provide variety of short courses to address the market needs and improve professional competencies through progressive learning methods. The implementation of the project was in different phases from inception of business idea, developing project plan, establishment of the training centre, developing marketing strategies, agreement with business partner and commencement of business activities. The project was implemented by the author along with his partner under the guidance and support from PIM project supervisor.

The establishment of the EduAction training centre was the main output of the project with the strategy to provide an opportunity to the target market to gain a recognised qualification at an affordable price. The training centre provide variety of short courses to address the market needs and improve professional competences through progressive learning methods.

All training courses are conducted in a classroom environment under the approval the legal authority of UAE. The social media is used effectively for marketing activities and to create awareness to the target market. As part of the self-assessment, feedback forms collected from the students to evaluate the courses. The operational activities and financial performance of the training centre measured continuously to ensure sustainable performance.