

Autopreneur Development Programme (ADP)

1. What is the Autopreneur Development Programme (ADP)?

The Autopreneur Development Programme (ADP) is an initiative by MARii designed to enhance the capabilities of automotive workshop and dealership owners. It focuses on building sustainable businesses and improving profitability through structured training and coaching.

2. Who is eligible to participate in the ADP Programme?

The programme is targeted at:

- i. Automotive business owners
- ii. Workshop operators
- iii. Dealership owners

It is suitable for both new and existing entrepreneurs in the automotive industry who want to grow and scale their businesses.

3. What does the ADP Programme offer?

The programme provides one-to-one business coaching and development support, focusing on:

- i. Entrepreneurial mindset and habits
- ii. Financial management
- iii. Human resource management
- iv. Company operations

This holistic approach helps participants strengthen both business strategy and day-to-day operations.

4. What are the benefits of joining the ADP Programme?

Participants can:

- i. Improve business performance and profitability
- ii. Enhance management and operational efficiency
- iii. Strengthen entrepreneurial skills and decision-making

- iv. Potentially increase company sales and profits through structured guidance

The programme is designed to deliver measurable business growth outcomes.

5. How does ADP support long-term business sustainability?

ADP equips entrepreneurs with the knowledge, tools, and strategies needed to run sustainable automotive businesses. By focusing on continuous improvement and structured coaching, it helps businesses remain competitive and resilient in the evolving automotive industry.