

# HOW TO PREPARE A BUSINESS A BUSINESS PLAN

A business plan is a formal statement of a set of business goals, the reason why they are believed to be attainable, and the plan for reaching those goals. We provide a frame work and guide simple enough for every manager to use. Applying do as you go methodology, participants will leave with the confidence to prepare complete business plan.

## Learning Objectives

Participants will:

- Know how to research their business ideas and gather data
- Carry out business environment scanning
- Appreciate business risks
- Know how to reduce ideas to financial information
- Produce business plans

## Learning Contents

- Structure of a business plan
- Planning vs budgeting
- How did we get here?
- Market situation and forces
- Forecasting techniques
- Operations plan
- Management issues
- Making the proposal
- Financial projections
- Risk analysis
- Confidentiality
- Communicating the plan

## Who Should Attend?

Executives, Managers, Officers and Entrepreneurs

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