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

Fee: NEGOTIABLE

Discounts off regular fees for open programmes: 3-5 nomination – 5% Programme also available as in-plant. Fee: Negotiable

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