

Business plan development

Who is it for?

Top management (CEO, CFO, managers of plan & analysis, marketing, production and sales departments).

What's in it for me and my business?

Business planning is process of creating a successful enterprise. Business planning is a process of setting goals, explaining objectives and then presenting a plan to achieve this goals and objectives.

Important step in launching any new venture or expanding an existing one is the construction of a business plan. Business plan covers what you intend to do with your business and how it will be done. It is a process of bringing down idea to reality through dealing with why, what, who, how, where, when and how of your venture.

What will I do and experience during training?

- Introduction to business planning concept
- Elements of a business plan
- Business analysis – purpose and method
- Dimensions of business analysis
- Case study.

What will I be able to do after I receive training?

- Understand the importance of business plan
- Be able to create a business plan
- Understand the purpose, methods and dimensions of business analysis.

Duration

One day