



HARNESS THE POWER
OF KNOWLEDGE

Business Plan Development Masterclass

TRAIN



Course Overview:

The Business Plan Development Masterclass is designed for entrepreneurs, business professionals, and aspiring startup founders seeking to create comprehensive and compelling business plans. Over five days, participants will delve into the core components of business planning, including market analysis, financial projections, strategic planning, and presentation skills.

Course Goals:

Upon completing this course, participants will be able to:

- 1- Understand the importance of a well-structured business plan in guiding business growth and securing financing
- 2- Identify key components and critical elements of a successful business plan
- 3- Conduct market research and competitive analysis to inform business strategies
- 4- Develop robust financial projections and budgeting
- 5- Create a strategic plan to drive business success
- 6- Master the art of presenting a business plan effectively to investors or stakeholders

Course Structure:

Day 1: Introduction to Business Planning

- The Role of a Business Plan in Entrepreneurship
- Different Types of Business Plans (Startup, Expansion, Internal, etc)
- Aligning Business Planning with Organizational Goals
- Business Planning Process Overview
- Understanding Your Target Audience
- Group Discussion: Business Plan Challenges and Expectations

Day 2: Market Research and Analysis

- Conducting Market Research
- Identifying Target Markets and Segments
- Analyzing Market Trends and Dynamics
- Competitive Analysis and Benchmarking
- SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)
- Practical Exercises: Market Research and SWOT Analysis

Day 3: Financial Projections and Budgeting

- Financial Forecasting and Projections
- Creating Income Statements, Balance Sheets, and Cash Flow Statements
- Budgeting and Cost Control
- Funding Requirements and Capital Allocation
- Risk Assessment in Financial Projections
- Case Studies: Financial Projections

Day 4: Strategic Planning

- Developing a Business Model Canvas
- Setting SMART Business Goals
- Strategic Planning Frameworks (eg, Ansoff Matrix)

- Creating a Marketing Plan
- Operational and Growth Strategies
- Group Exercises: Strategic Planning

Day 5: Business Plan Presentation and Pitching

- Crafting a Compelling Executive Summary
- Effective Business Plan Presentation Techniques
- Handling Q&A and Objections
- Pitching Your Business Plan to Investors or Stakeholders
- Peer Review and Feedback on Business Plan Presentations
- Course Recap, Q&A