

Creating Business Plan with Impact



BM-AP-405E -1

Workshop Description:

Failing to plan is planning to fail.

As we embark on our entrepreneurial or business journey, we have many elements in our business that we need to think of, to manage and to deploy. In order for the various business elements to function seamlessly, efficiently and effectively, we need a great plan.

Purpose:

- To equip the learners with knowledge and skills of business planning
- To guide the learners to plan for their business

Learning Outcome

At the end of the workshop, the learners should be able to:

- Interpret business plan outline and objectives of their business plan
- Identify and extract necessary information from relevant sources for inputs into their business plan

- Draft business plan in consultation with key stakeholders to ensure alignment with organizational objectives
- Present draft business plan to relevant stakeholders for endorsement.

Learners should know about the following topics:

- Business plan outline
 - Executive summary
 - Organizational description
 - Market analysis
 - SWOT Analysis
 - Products /services
 - Strategies and implementation
 - Management
 - Finance
 - Resources
- Objectives and components of business plan
- Organizational objectives
- Relevant stakeholders to consider
- Linkage between business plans and organizational objectives

Workshop Methodology:

This highly practical workshop will be delivered with a good blend of mini-lectures, plan preparations examples, discussions, and actual writing of your business plan.

Intended Audience

Entrepreneurs, Business Owners, Sales Account Managers, Business Managers, Business Development Managers, Services Sales Managers, Pre-Sales Support Managers, Marketing Managers and Product Managers.

Workshop Duration: 2 days