

Writing A Business Plan

COURSE OVERVIEW

All the essential steps are covered, including drafting the original document; identifying the audience; gathering information; researching; describing product plans; and marketing, sales, and accounting terms.

Participants will come away from the course energised and prepared to write their business plan.

KEY SUBJECT AREAS

- What is a business plan for?
- A general business plan framework.
- Identifying your audience.
- Gathering and analysing information.
- Defining your company.
- Getting to work.
- Creating a marketing strategy.
- Creating the sales plan.
- Developing financial projections.
- Putting it all together.

LEARNING OUTCOMES

- Research and analyse the individual components needed for a business plan
- Apply skills to create a business plan for different audiences, including investors, banks, and other stakeholders
- Explain the purpose and future of your business in easy to understand terms
- Use accounting terms to describe the future for their business
- Describe their marketing, sales, and planning strategies.

Learn all the skills you need to write a business plan.

Duration: 2 Days

Unique features

The Writing A Business Plan Workshop is designed to meet current market trends.

- Professional facilitators use the most up to date accelerated learning techniques.
- An interactive, relaxed atmosphere with real world examples.
- Modern presentation methods using audio and visual presentations.

Who should attend?

Any business owners or operators who are ready to create a business plan.

Includes...

- Resource material & workbook.
- Training 101 Certificate

Contact us for more information
or to register on a workshop:

P: 0800 801 233