

alfran uk Limited

developing international markets

BUSINESS PLANNING

Business planning is critical in the achievement of business objectives and hitting targets. This business planning training course provides a thorough grounding in how to create, measure and implement a business plan. Delegates will address the key strategic, planning and budgetary issues for implementing a successful business plan and have the opportunity to review the initial stages of their own plans using their own real data.

- Two or three day interactive workshop with individual and group exercises.
- Delegate pack will include course notes, business planning templates, checklists, case studies and questions

Who should attend

- Any member of staff for whom the production of a business plan is in their area of responsibility

Objectives

- Identify the key steps of the business planning process
- Relate your plan to the organisation's business plans and objectives
- Devise, evaluate and implement a successful business plan
- Develop key indicators to track progress versus the plan
- Manage the budgetary aspects of a business plan
- Decide how to review and revise the business plan.

The Key Elements of a Business Plan	<ul style="list-style-type: none"> • What is the business plan? - purpose and key elements • Understanding the business plan cycle • Techniques for developing business planning • Relating your plan to corporate objectives and strategy • Identifying resources required
Business Analysis and Strategic Planning	<ul style="list-style-type: none"> • Market analysis – SWOT • Competitive profiling and analysis • Market analysis - market size and future trends • Boston Matrix • Strategic planning
Implementing the Plan	<ul style="list-style-type: none"> • Financial management and reporting • Creating and controlling a budget - managing costs, cash flow, income and profit • Pay out and return on investment • Risk identification and management • Managing resources – setting team/departmental objectives & direction
Evaluating and Evolving the Business Plan	<ul style="list-style-type: none"> • Measuring success - where are you in the plan and what have you achieved • Reviewing and reporting progress versus plan
Personal Development	<ul style="list-style-type: none"> • Develop a personal action plan