

€ TRAINING

Developing and Implementing the Business
Plan





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Introduction:

This training program focuses on equipping participants with the knowledge and skills necessary to develop and implement effective business plans. Through a combination of theoretical learning and practical exercises, participants learn to analyze market dynamics, set strategic goals, and execute plans for organizational growth.

Program Objectives:

At the end of this program, the participants will be able to:

- Explain the importance of a well thought-out business plan for the success of the organization.
- Describe the structure of a business plan and how it caters to market and organizational needs.
- Apply the business plan development process to create a well-structured, convincing business plan covering all vital elements.
- Develop a business plan that includes a detailed, practical and effective implementation strategy.
- Evaluate the progress of the implementation of the business plan and take necessary corrective steps.

Targeted Audience:

- Department heads.
- Senior managers.
- Managers and supervisors.
- Project managers, Sales managers, and Marketing managers.
- Team leaders.
- Entrepreneurs who would like to develop their business planning skills.

Program Outlines:

Unit 1:

Understanding the business plan:

- Definition of a business plan.

- Types of business plans.
- Benefits of a business plan.
- Key components of a comprehensive business plan.
- The role of a business plan in strategic decision-making.
- Common challenges in developing and implementing a business plan.

Unit 2:

Business plan overview:

- Components of a business plan.
- The process behind the business plan.
- The importance of the business plan to a firm's value chain.
- Securing the buy-in from stakeholders.

Unit 3:

Developing the business plan:

- Mapping vision, mission and values.
- Conducting a situation analysis.
- Setting goals, objectives, and business strategies.
- Developing tactics, programs and action plans.
- Forecasting, pricing and applying breakeven analysis.
- Sourcing, allocating and scheduling, Creating appendices and references.
- Understanding basic financial concepts: income statement, balance sheet, Cash-flow analysis and Program Budgets.
- Writing the executive summary.

Unit 4:

Implementing the business plan:

- The communication phase: Job assignments, Reporting structure, and Knowledge base.

- The controlling phase: Dealing with deviations, Causes analysis, Providing constructive feedback and Corrective actions and adjustments.
- The corrections phase:
 - Goal revisions and expectations, Scheduling challenges.
 - Budget adjustments and additional financial support requests, Resources demands and constraints.
- Staying away from common business plan mistakes.
- Concluding the business plan.

Unit 5:

Reporting on the progress of the business plan:

- Analyzing and differentiating types of progress reports status updates, financial summaries, milestone achievements.
- Identifying and categorizing key recipients of each report stakeholders, executives, department heads.
- Determining the specific information required in each report to meet strategic and operational needs.
- Evaluating the quality and accuracy of data presented in the reports to ensure decision-making efficacy.
- Establishing the appropriate frequency for report distribution based on project timelines and business needs.