

WRITING BUSINESS PLANS

Course objective

Equip participants with the knowledge and skills to create a comprehensive and persuasive business plan for startup ventures, funding purposes, or business growth.

Course description

This two-day course provides step-by-step guidance on developing a successful business plan. Through interactive lectures, practical exercises, and case studies, participants will learn essential components such as market analysis, financial projections, and marketing strategies. They will gain the tools to create a well-structured and compelling business plan.

Course content

- Business Planning
- Business Concept
- Business Model
- Marketing Strategy
- Financial Projections and Analysis
- Operations and Management
- Executive Summary & Plan Presentation
- Business Plan

