Business Planning Development and Analysis Programme

2027 □□□□□ 19 – 15
Online



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Ref: 20222580_20490115 Duration: Online Fees: 2200 GBP

Why This Course

A strong business plan is more than a document. It is a practical roadmap for turning ideas into structured strategies, measurable goals, financial forecasts, and clear execution plans. Whether launching a new venture, expanding an existing business, or presenting an opportunity to stakeholders, professionals need the ability to analyze markets, assess risks, build financial projections, and communicate the business case convincingly.

This intensive 1-week Business Plan Development and Analysis Training program equips participants with the skills to create, analyze, refine, and present comprehensive business plans. The course covers business concept development, value proposition design, strategic objectives, market research, competitor analysis, marketing and sales strategy, financial statements, financial projections, budgeting, cash flow, funding requirements, risk assessment, operational planning, legal considerations, executive summaries, pitch decks, and stakeholder presentations. Through hands-on exercises and practical guidance, participants will complete the course with a business plan that is ready for implementation or presentation.

What You'll Learn and Practice

By joining this program, you will:

- Develop a comprehensive business plan from concept to financial forecasts.
- Define a clear business concept and value proposition.
- Set strategic objectives and measurable goals.
- Understand the key components of a successful business plan.
- Conduct industry, market, and customer research.
- Analyze competitors and identify unique selling points.
- Develop marketing, sales, and go-to-market strategies.
- Understand financial statements and key business metrics.
- Create realistic financial projections.
- Prepare budgets and cash flow forecasts.
- Determine funding requirements and potential funding sources.
- Identify and mitigate business risks.
- Develop operational, management, HR, and organizational plans.
- Present and defend a business plan confidently to stakeholders.



The Program Flow

Day 1: Foundations of Business Planning

- Understand the purpose and importance of business planning.
- Review the components of a successful business plan.
- Define the business concept, target audience, and value proposition.
- Clarify business objectives and strategic goals.
- Build the foundation for a practical and investor-ready business plan.

Day 2: Market Analysis and Strategy

- Conduct industry and market research.
- Analyze customers, competitors, trends, and market opportunities.
- Identify unique selling points and competitive advantages.
- Develop marketing and sales strategies.
- Create a go-to-market plan that supports growth and customer acquisition.

Day 3: Financial Planning and Projections

- Understand financial statements and key financial metrics.
- Create realistic revenue, cost, and profit projections.
- Develop budgets and cash flow forecasts.
- Identify funding requirements and possible funding sources.
- Use financial information to test business feasibility and support decision-making.

Day 4: Risk Assessment and Operational Planning

- Identify business risks and develop mitigation strategies.
- Create operational plans for delivery, resources, systems, and processes.
- Design management structures and human resource requirements.
- Consider legal and regulatory requirements.
- Align operations, people, and risk planning with the overall business strategy.

Day 5: Finalizing and Presenting Your Business Plan

- Refine and polish the complete business plan.
- Create a clear and persuasive executive summary.
- Develop a compelling pitch deck.
- Practice presenting and defending the business plan.
- Receive feedback and identify final improvement actions.



Individual Impact

- Build confidence in developing professional business plans.
- Strengthen business analysis, market research, and strategic planning skills.
- Improve financial modeling, budgeting, and forecasting capability.
- Enhance ability to evaluate business opportunities objectively.
- Develop stronger presentation and stakeholder communication skills.

Work Impact

- Improve business planning quality and decision-making.
- Strengthen ability to assess market opportunities and competitive positioning.
- Support better financial planning and funding discussions.
- Reduce business risks through structured analysis and planning.
- Improve stakeholder confidence through clear, evidence-based business plans.

Training Methodology

This program combines business planning concepts with practical application through:

- Business concept and value proposition workshops.
- Market research and competitor analysis exercises.
- Marketing, sales, and go-to-market planning activities.
- Financial projection, budgeting, and cash flow practice.
- Risk assessment and operational planning case work.
- Executive summary, pitch deck, and presentation simulations.

Beyond the Course

Upon completion, participants will be able to:

- Develop complete professional business plans ready for implementation or stakeholder review.
- Apply business analysis tools and strategic planning techniques.
- Create financial forecasts, budgets, and cash flow projections.
- Evaluate business opportunities and risks with greater accuracy.
- Build and present compelling pitch decks.
- Defend business plans with confidence using clear analysis and evidence.

