



Consulting and Training | Reach New Heights

Course Name

Business Plan Writing and Development

Sector Name

Interpersonal Skills and Self Development

Document Type

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Business Plan Writing and Development

Course Introduction

Planning is one of the most crucial steps before starting a business. Every successful business has a lot of effective planning behind it. It can be about launching a new product, service, or a completely new business. The business plan is written keeping in mind the goals, strategies, priorities, and business objectives.

This training program will empower participants with thoughts and strategies to write the most effective business plan.

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Target Audience

- ✓ Aspiring entrepreneurs
- ✓ Start-ups
- ✓ Business Heads
- ✓ Business Plan Consultants
- ✓ Freelancers
- ✓ An existing company looking for a new business launch

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Learning Objectives

- ✓ Understand the steps and different formats of business plan writing
- ✓ Design and construct a detailed written business plan
- ✓ Write your business plan that contains the most effective business strategies
- ✓ Create and deliver an effective oral presentation of your business plan
- ✓ Save money by not having to buy business plan templates or hire a business plan consultant
- ✓ Create a strong business model and find your target market
- ✓ Design a budget-oriented plan for your business

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Course Outline

✓ Day 01

Module 1: Introduction To Business Plan Writing And Development

- ✓ A brief description of your business
- ✓ What is a Business Plan?
- ✓ Why do we need a business plan?

Module 2: Types Of Business Plan

- ✓ Mini Business Plan
- ✓ Presentation Business Plan
- ✓ Detailed Plan
- ✓ Backup Plan

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Course Outline

✓ Day 02

Module 3: Parts Of A Business Plan-1

- ✓ Executive Summary
- ✓ Company Description
- ✓ Market Analysis – Determining your market size

Module 4: Parts Of A Business Plan-2

- ✓ Competition Analysis
- ✓ Products and Service Description
- ✓ Sales Funnel
- ✓ Marketing Time

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Course Outline

✓ Day 03

Module 5: Parts of a Business Plan-3

- ✓ How will my business make money?
- ✓ SWOT Analysis
- ✓ Pricing of a Product or Service
- ✓ Financial Projection

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Course Outline

✓ Day 04

Module 6: Financial Planning in Detail

- ✓ Cash Flow Statement
- ✓ Forecasting of existing businesses
- ✓ Forecasting of a new business
- ✓ Models of the change process
- ✓ Profit Calculation in a Business Plan
- ✓ Balance Sheet

Module 7: Marketing Plan in Detail

- ✓ Types of Marketing
- ✓ Planning Offline Marketing
- ✓ Planning Digital Marketing
- ✓ How to Effectively Use Social Media Marketing?

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Course Outline

✓ Day 05

Module 8: Write Your 1st Business Plan

- ✓ Templates of Business Plan
- ✓ Examples and Case Studies
- ✓ Inverted Pyramid Model
- ✓ Step-by-step writing of 1st business plan
- ✓ Review and feedback

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Aug. 15, 2027	Aug. 19, 2027	5 days	4250.00 \$	KSA , Riyadh
Jan. 11, 2027	Jan. 15, 2027	5 days	4950.00 \$	Netherlands , Amsterdam
May 24, 2027	May 28, 2027	5 days	4250.00 \$	UAE , Dubai
Oct. 26, 2026	Oct. 30, 2026	5 days	4250.00 \$	UAE , Abu Dhabi

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