



# **Comprehensive Training for Strategic Business Development & Analysis**

26 - 30 Jan 2026  
Nairobi



# Comprehensive Training for Strategic Business Development & Analysis

**Ref.:** 36188\_14888 **Date:** 26 - 30 Jan 2026 **Location:** Nairobi **Fees:** 4500 **Euro**

## Course Overview:

This intensive course offers a deep dive into the nuances of business plan development, blending theory with practical application. Designed for aspiring entrepreneurs and business professionals, it covers all aspects from startup planning to finalizing a business plan. Participants will learn market research methods, competitor analysis techniques, and business model strategies, equipping them with the skills to draft realistic, investor-ready business plans. The course emphasizes business development skills and analysis techniques, making it ideal for those looking to excel in today's dynamic business environment.

## Target Audience:

This course is ideal for:

- Business Analysts
- Project Managers
- Entrepreneurs
- Startup Founders
- Business Development Managers
- Marketing Managers.

It addresses specific skills gaps related to business plan development, strategic planning, and effective stakeholder engagement.

## Targeted Organizational Departments:

- Business Development
- Marketing
- Strategic Planning
- Project Management

Will greatly benefit from this course, as it covers areas like business model creation, drafting business plans, and stakeholder management training.



## Targeted Industries:

- Technology
- Retail
- Healthcare
- Consulting,
- Investment Bodies Privet and Public

## Course Offerings:

By the end of this program participants will learn to

- Develop comprehensive business plans.
- Apply market research methods
- Create effective business models
- Prepare persuasive business pitches.
- Draft realistic business plans and present them effectively to stakeholders.

## Training Methodology:

The course employs a mix of lectures, case studies, interactive sessions, and group workshops. Participants will engage in real-world scenarios, drafting business plans, and receiving feedback to refine their business development skills and analysis techniques.

## Course Toolbox:

Includes a comprehensive workbook, access to online resources, business plan templates, checklists, project planning tools, and sample business plans.

## Course Agenda:

### Day 1: Foundations of Business Planning

- **Topic 1:** Introduction to Business Plan Development
- **Topic 2:** Essential Research for Effective Planning
- **Topic 3:** Understanding and Choosing Business Models
- **Topic 4:** Initiating the Draft of Your Business Plan
- **Topic 5:** Principles of Realistic and Practical Business Planning
- **Reflection & Review:** Recap of Business Plan Basics and Discussion



## Day 2: Developing and Refining the Business Plan

- **Topic 1:** From an idea to an operating business
- **Topic 2:** Pilot Testing and Prototyping
- **Topic 3:** Strategies for Engaging Stakeholders and Investors
- **Topic 4:** Tailoring Business Plans to Entrepreneurial Needs
- **Topic 5:** Initial Steps in transforming the Idea into A Business Plan
- **Reflection & Review:** Reviewing Progress and Gathering Feedback

## Day 3: Advanced Business Analysis Techniques

- **Topic 1:** Analysing the Financial and Non-Financial Indicators
- **Topic 2:** Analysing the Competitive Advantage Sustainability
- **Topic 3:** Analysing the Supply Chain and its sustainability
- **Topic 4:** Analysing the operation plan and value creation process
- **Reflection & Review:** Integrating the Analysis into Your Business Plan

## Day 4: Finalization and Presentation Skills

- **Topic 1:** Perfecting the Final Details of Your Business Plan
- **Topic 2:** Introduction to Crafting Effective Business Pitches
- **Topic 3:** Techniques for Persuasive Business Presentations
- **Topic 4:** Utilizing Advanced Tools for Business Plan Development
- **Topic 5:** Workshop: Refining and Finalizing Your Business Plan
- **Reflection & Review:** Assessing the Readiness and Impact of Your Business Plan

## Day 5: Implementation Financing Rounds, Juries, and Beyond

- **Topic 1:** Comprehensive Business Plan Review and Finalization
- **Topic 2:** Practice Session: Presenting Your Business Plans
- **Topic 3:** Strategies for Startups share price valuation.
- **Topic 4:** Closing Discussion: Financing Rounds and Juries.
- **Topic 5:** Certification and Future Pathways in Business Planning
- **Reflection & Review:** Course Wrap-Up and Steps Forward

## How This Course is Different from Other Business Plan Development Courses:

'Business Plan Mastery' stands out due to its comprehensive approach, blending theoretical knowledge with practical, real-world applications. Unlike other courses, it offers a unique mix of business analysis techniques, project planning, and entrepreneurial insights, making it highly relevant for today's dynamic business environment. It is designed not just to teach but to transform the way participants approach business plan development and execution.

# Training Course Categories



**Finance and  
Accounting Training  
Courses**



**Agile PM and Project  
Management Training  
Courses**



**Certified Courses By  
International Bodies**



**Communication and  
Public Relations  
Training Courses**



**Data Analytics Training  
and Data Science  
Courses**



**Environment &  
Sustainability Training  
Courses**



**Governance, Risk and  
Compliance Training  
Courses**



**Human Resources  
Training and  
Development Courses**



**IT Security Training & IT  
Training Courses**



**Leadership and  
Management Training  
Courses**



**Legal Training,  
Procurement and  
Contracting Courses**



**Maintenance Training  
and Engineering  
Training Courses**



# Training Course Categories



**Marketing, Customer Relations, and Sales Courses**



**Occupational Health, Safety and Security Training Courses**



**Oil & Gas Training and Other Technical Courses**



**Personal & Self-Development Training Courses**



**Quality and Operations Management Training Courses**



**Secretarial and Administration Training Courses**



## Training Cities



**Accra - Ghana**



**Amman - Jordan**



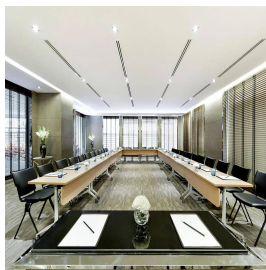
**Amsterdam - Netherlands**



**Baku - Azerbaijan**



**Bali - Indonesia**



**Bangkok - Thailand**



**Barcelona - Spain**



**Cairo - Egypt**



**Cape town - South Africa**



**Casablanca - Morocco**



**Chicago - USA**



**Doha - Qatar**



**Dubai - UAE**



**Geneva - Switzerland**



**Istanbul - Turkey**



**Jakarta - Indonesia**



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## Training Cities



**Johannesburg -  
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Malaysia**



**Langkawi -  
Malaysia**



**London - UK**



**Madrid - Spain**



**Manama - Bahrain**



**Milan - Italy**



**Munich - Germany**



**Nairobi - Kenya**



**Paris - France**



**Phuket - Thailand**



**Prague - Czech  
Republic**



**Rome - Italy**



**San Diego - USA**



**Sharm El-Sheikh -  
Egypt**



**Tbilisi - Georgia**





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## Training Cities



**Tokyo - Japan**



**Trabzon - Turkey**



**Vienna - Austria**



**Zanzibar - Tanzania**



**Zoom - Online  
Training**

# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



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