

Comprehensive Training for Strategic Business Development & Analysis

11 – 15 January 2027
Vienna

AGILE LEADERS
Training Center

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Ref: 36188_14864 **Date:** 11 – 15 January 2027 **Location:** Vienna **Fees:** 5700 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.

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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.

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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

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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.