

Writing A Business Plan Like A Master Training Course

12 – 16 April 2027
Vienna

AGILE LEADERS
Training Center

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Ref: 36054_4571 **Date:** 12 – 16 April 2027 **Location:** Vienna **Fees:** 5700 Euro

Writing A Business Plan

Overview:

'Writing A Business Plan' is an interactive strategic planning training that dives into the essence of constructing a robust business plan. The course integrates strategic planning management and requirement management planning to teach how to develop an effective and realistic plan. This strategic planning course will enable participants to master planning budgeting and forecasting, enhancing their strategic planning skills. The course also underlines the significance of marketing strategy planning and how it interplays with the overall business planning and budgeting. Attendees will learn the difference between planning vs scheduling, and the importance of both in the context of strategic planning and execution. By the end of the course, participants will understand strategic planning development, how to perform effective planning and goal setting, and the role of planning and organizing in a comprehensive business plan.

Target Audience:

- Entrepreneurs and Small Business Owners
- Strategic Planners
- Business Consultants
- Management Professionals
- Financial Planners

Targeted Organizational Departments:

- Management: Enhance strategic planning management and decision-making capabilities.
- Marketing: Improve marketing strategy planning and execution.
- Finance: Improve skills in planning, budgeting, and forecasting.
- Operations: Enhance strategic planning skills for smoother business operations.

Targeted Industries:

- Tech startups: Effective planning and goal setting is critical in this fast-paced industry.
- Financial Services: Planning, budgeting, and forecasting is a crucial part of this industry.
- Manufacturing: Planning and organizing are key to efficiency in this sector.
- Retail: Business planning and budgeting can significantly impact retail margins and profits.

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Course Offerings:

- Participants will develop a comprehensive understanding of what strategic planning is and its importance in business success.
- Participants will gain practical skills in strategic planning, including business planning and budgeting, marketing strategy planning, and requirement management planning.
- Participants will learn to differentiate between planning vs scheduling, and understand the benefits of effective planning.
- Participants will explore strategic planning development and learn to create and execute effective business strategies.

Training Methodology:

Our approach combines expert-led sessions, real-world case studies, interactive sessions, and group work to engage participants actively. We use strategic planning training courses and strategy planning training to ensure a well-rounded learning experience. The course also incorporates feedback sessions focusing on planning and organizing, enabling participants to understand strategic planning from a practical perspective.

Course Toolbox:

- Strategic Planning Workbook: A comprehensive workbook covering all aspects of strategic planning, including planning budgeting and forecasting.
- Case Studies: Real-world examples of effective strategic planning and execution.
- Templates: Ready-to-use templates for business planning and budgeting.
- Software: Introduction to strategic planning software for effective planning and organizing.
- Reading Materials: Selected readings on strategic planning what is it and why it's important.

Course Agenda:

Day 1: Introduction, Structure, and Business Background

• Topic 1: Course Introduction: Understanding strategic planning, what is it, and the necessity of strategic planning skills.

• Topic 2: The structure of the plan: Learn the layout and essentials of an effective business plan, utilizing strategic planning development principles.

• Topic 3: The Business Background: Understanding your business, product/service, and market for business planning and budgeting.

• Topic 4: Business Supply and Journey: An overview of how your business got to where it is, highlighting the difference between planning vs scheduling.

• Reflection & Review: Discuss the key concepts learned.

Day 2: Market Analysis and Operations

• Topic 1: Market Overview: Structure, competitors, customers, and distribution, emphasizing marketing strategy planning.

• Topic 2: Trends, Competitive Advantage, and Market Segmentation: Keeping ahead in a changing market through effective planning and goal setting.

• Topic 3: Operations: Understanding processes, control, experience, and supply, involving requirement management planning.

• Topic 4: Systems, Location, and Environment: An in-depth look at operational factors, focusing on planning and organizing.

• Reflection & Review: Applying the day's learnings to case study,

Day 3: Management, Proposal, and Forecast

• Topic 1: Management: Discuss the essential skills required for successful strategic planning management, focusing on control, organization structure, and team leadership. • Topic 2: The Proposal: Learn how to create compelling business propositions using strategic planning development and training. • Topic 3: Why You Will Succeed and What You Want: Utilizing effective planning to articulate business success and investment requirements. • Topic 4: The Forecast: Building reliable sales forecasts using planning, budgeting, and forecasting techniques. • Reflection & Review: Reflect on the day's topics and discuss application scenarios.

Day 4: Financial Information, Risks, and Legal Issues

• Topic 1: Financial Information: Understanding profit and loss accounts, cash forecast, and balance sheet, tying in with business planning and budgeting.

• Topic 2: Risks: Identify and manage potential risks using strategic planning skills.

• Topic 3: Legal Issues and Confidentiality: Discuss requirement management planning and its implications in business.

• Topic 4: Selling Your Business: An overview of the considerations when planning for business sale, focusing on strategic planning and execution.

• Reflection & Review: Reflect on how to avoid common pitfalls and discuss key learnings.

Day 5: Improve Business Performance and Bidding for Business

• Topic 1: Improve Business Performance: Differentiating between planning and scheduling for business performance enhancement.

• Topic 2: Planning is not budgeting: Exploring the nuances between planning budgeting and forecasting.

• Topic 3: Creating Strategy: Utilizing strategic planning training to create effective business strategies.

• Topic 4: Bidding for Business: Learning to win business deals through strategy planning training.

• Reflection & Review: Reflect on the entire course, discuss real-world applications of strategic planning, and plan next steps.

How This Course is Different from Other Writing Courses:

'Writing A Business Plan' offers a comprehensive strategic planning training experience. Unlike other strategic planning courses, it emphasizes practical learning through real-world case studies, interactive sessions, and group work. With a focus on strategic planning management and requirement management planning, it provides a complete understanding of business planning and budgeting. Our strategic planning development segment uniquely prepares participants to adapt their plans to the changing business environment. Also, our detailed attention to marketing strategy planning sets us apart from other courses.