

COURSE SYNOPSIS

A business plan is much more than just a written document to show what you have got and hopefully will convince the reader. A business plan is a dynamic document that will determine the future of the course of business and other prospective advantages. As much as the author wish to build on the success, some business will even break up businesses for its very action relies on the contents put forward. Not all business plans are sales and marketing driven. A business plan could also be a document detailing the course of the business operations, say to expand business resources in line with the globalization agenda.

Too often, professionals fail to show results not because they fail to produce a good business plan but they fail as result of poor execution of the plan. Business plans that fail are either authored "like an MDA thesis" or "written like an exciting fiction", rendering it impossible for practical execution. Many fail to give a perspective of the actual situation and how such situation can be reasonably exploited for added advantage.

COURSE OBJECTIVES

BUSINESS PLAN WITH A BANG! Is a holistic program that strives to improve the Participants' business planning competency via a RICE Model...

- Conducting correct Research methodologies to determine the framework of the business plan;
- Initiating and documenting the business plan;
- Communicate the business plan with a Bang! And
- Executing the business plan.

WHO SHOULD ATTEND

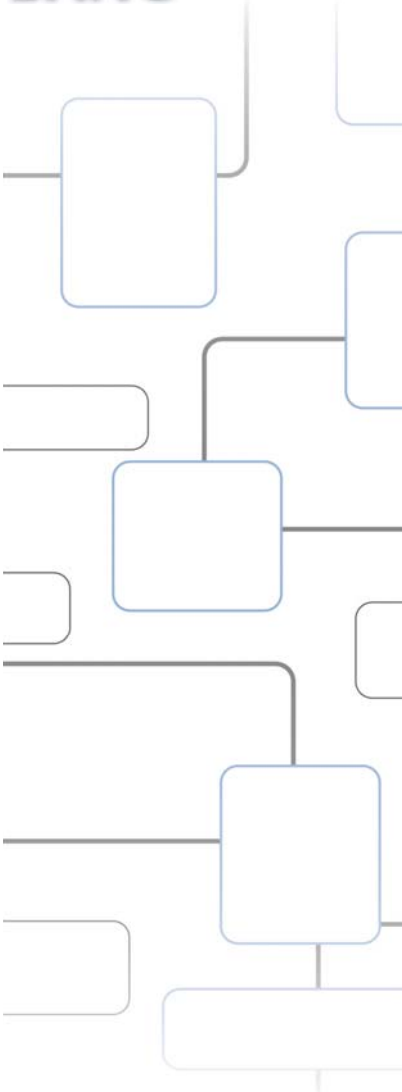
This program is most useful for those who are involves in developing business plans. Status quo is not important but the Participants are expected to have a fair command of the English language.

DELIVERY METHODOLOGY

A combination of participative lectures, case studies, role-plays and group discussions will be employed. Activities will also be conducted to reinforce learning and strengthen knowledge retention.



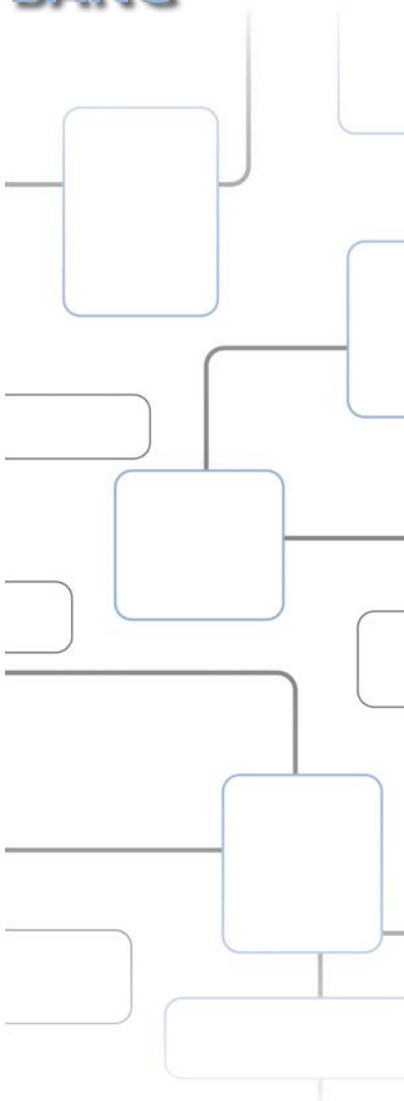
BUSINESS PLAN WITH A BANG



i-Skill



BUSINESS PLAN WITH A BANG



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COURSE CONTENTS

PROGRAM DAY 1

Introducing Business Plan With A Bang!

- The Needs of Business Plans
- Different Types of Business Plans
- The Process
- Different Writer Profiles
- The Traits Of a Good Writer

Research and Planning Methodologies

- Audience Analysis
- The PEST Factors
- 5M Critical Success Factors
- The Financial Elements
- Strategic Marketing Plan
- Cross-Border, Cross-Cultural
- Contingency Planning

PROGRAM DAY 2

Initiation and Documentation

- The format Of A Business Plan
- Persuasive Writing
- Using Graphics
- Effective English Language

Communicating With A Bang!

- Effective Preparation
- Self-Tuning and Preparation
- Audience Analysis
- Demonstration and Simulations

Executing The Business Plan

- Lobbying For Resources
- Setting Milestones
- Delegation and Empowerment