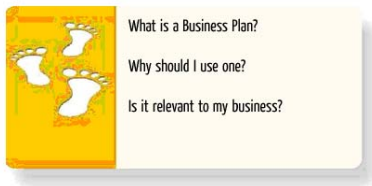


Business Planning

Aimed at providing owners and managers of micro and small businesses with the skills necessary to prepare a Business Plan.

□ The Business Plan (FAQ's) - Module 1

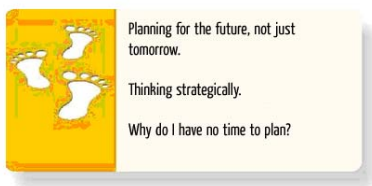
The opening section of the programme will answer the most frequently asked questions concerning Business Plans:



- What is a Business Plan? What does it look like?
- Why should I prepare a Business Plan?
- Is it of any real relevance to my business, or is it just a piece of paper?
- How do I make it relevant to my business?
- Who should prepare the Business Plan for my business?
- When should it be prepared?
- How often does it need to be revised?
- Who should receive a copy of the Business Plan?
- Should I involve my staff in the preparation of the Business Plan?

Practical examples and case studies will be provided to illustrate the main points of this section.

□ Strategic and Operations Management - Module 1

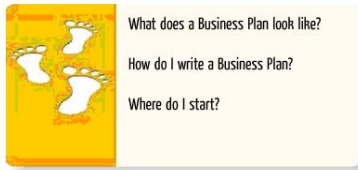


This section is a vital component in all Business Plan training. It describes in detail the essential differences between strategic and operations management.

In summary, most owner/managers who do not prepare Business Plans tend to be heavily involved in the operations management of their business (day to day, week to week, or month to month management.) This section will highlight the importance of them allocating more of their time towards the strategic management of their business, identifying their business goals and establishing a road map to guide the business in the medium to long-term.

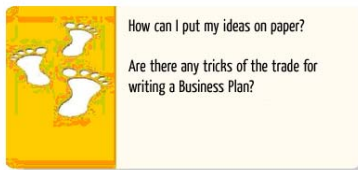


□ **Business Plan (The ingredients) - Module 2**



In this section, the participants will be provided with a template for a Business Plan. The participants will be introduced to the content and structure of a Business Plan and, as part of an exercise, be asked to complete the initial stages of the Plan

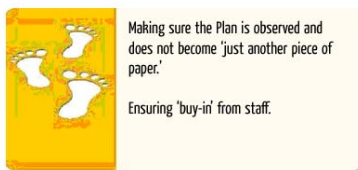
Business Planning (Tools of the trade) - Modules 2 and 3



The different sections of a Business Plan can be difficult to complete for many owner/managers who are not used to the planning process. As a result, this section will provide exercises and examples of planning tools for areas such as:

- Setting SMART goals, objectives and key performance indicators (KPI's)
- Identifying target markets
- Projecting sales and costs
- SWOT and PESTEC analysis
- Measuring success regarding goals, objectives and KPI's

□ **Adopting and Reviewing the Plan - Module 3**



Having provided the participants with the skills necessary to prepare a Business Plan, the next step is to provide guidance as to how to ensure the Plan becomes central to the management of the business and is observed/reviewed regularly. This will include the following:

- Monitoring success of the business in meeting its goals, objectives and KPI's
- Incorporating the review of specific KPI's into business meetings on, at least, a monthly basis
- Communicating the Business Plan to staff and ensuring 'buy-in'
- Linking the Business Plan goals and objectives to all facets of the business, e.g.:
 - Investment and finance
 - Training needs and Job objectives
 - Marketing

