

€ TRAINING

Developing and Implementing the Business
Plan



8 - 12 December 2024
Istanbul (Turkey)
Sheraton Istanbul Levent



Developing and Implementing the Business Plan

REF: M2204 DATE: 8 - 12 December 2024 Venue: Istanbul (Turkey) - Sheraton Istanbul Levent Fee: 5300 Euro

Introduction:

This training program focuses on equipping participants with the knowledge and skills necessary to develop and implement effective business plans. Through a combination of theoretical learning and practical exercises, participants learn to analyze market dynamics, set strategic goals, and execute plans for organizational growth.

Program Objectives:

At the end of this program, the participants will be able to:

- Explain the importance of a well thought-out business plan for the success of the organization.
- Describe the structure of a business plan and how it caters to market and organizational needs.
- Apply the business plan development process to create a well-structured, convincing business plan covering all vital elements.
- Develop a business plan that includes a detailed, practical and effective implementation strategy.
- Evaluate the progress of the implementation of the business plan and take necessary corrective steps.

Targeted Audience:

- Department heads.
- Senior managers.
- Managers and supervisors.
- Project managers.
- Team leaders.
- Sales managers.
- Marketing managers.
- Entrepreneurs who would like to develop their business planning skills.

Program Outlines:

Unit 1:

Understanding the business plan:

- Definition of a business plan.
- Types of business plans.
- Benefits of a business plan.

Unit 2:

Business plan overview:

- Components of a business plan.
- The process behind the business plan.
- The importance of the business plan to a firm's value chain.
- Securing the buy-in from stakeholders.

Unit 3:

Developing the business plan:

- Mapping vision, mission and values.
- Conducting a situation analysis.
- Setting goals, objectives, and business strategies.
- Developing tactics, programs and action plans.
- Forecasting, pricing and applying breakeven analysis.
- Sourcing, allocating and scheduling.
- **Understanding basic financial concepts:**
 - The income statement.
 - The balance sheet.
 - Cash-flow analysis.
 - Program Budgets.
- Writing the executive summary.

- Creating appendices and references.

Unit4:

Implementing the business plan:

- The communication phase:
 - Job assignments.
 - Reporting structure.
 - Knowledge base.
- The controlling phase:
 - Dealing with deviations.
 - Causes analysis.
 - Providing constructive feedback.
 - Corrective actions and adjustments.
- The corrections phase:
 - Goal revisions and expectations.
 - Scheduling challenges.
 - Budget adjustments and additional financial support requests.
 - Resources demands and constraints.
- Staying away from common business plan mistakes.
- Concluding the business plan.

Unit 5:

Reporting on the progress of the business plan:

- Types of reports.
- The recipients .
- The information.
- The quality.

- The frequency.