



Derek Hendrikz Consulting Presents:

Business Plan Development

Duration:	3-days
Max. Participants:	20
Facilitators:	1
NQF Level:	4
Total Credits:	8
SETQAA Accreditation:	Services SETA – Decision Number 2072

About the workshop:

The workshop aims to give participants the necessary knowledge and skills in developing successful business plans.

Some focus areas of this programme are:

- The structure & format of a business plan.
- Developing strategic direction.
- Developing marketing strategy.
- Doing financial analysis.
- Making financial projections.
- Putting the business plan together.
- Implementing the business plan.

The workshop outcome:

On completion of the workshop participants should be able to develop a solid business plan.

SAQA Accreditation:




For accreditation purposes the learner will have to prove competence in the following unit standard:

Unit Standard:	Unit Standard Number:	NQF Level:	Credits:
Produce business plans for a new venture.	114592	4	8

Participants will be assessed on the following specific outcomes:

1. *Identify, gather and analyse the relevant information needed to compile a business plan.*
2. *Formulate an ethical framework for the operational plans of a new venture.*
3. *Establish and prioritise business, financial and/or operational goals and objectives for a new venture.*
4. *Design and present business, financial and/or marketing plans based on a budget for a new venture.*

Included:

-  All programme materials and handouts.
-  Issuing of certificate on completion of programme.
-  Record keeping of all results and assessments in order for participants to receive recognition for prior learning through the National Qualifications Framework.

Training methodology:

The programme is a highly interactive one, where participants use case studies and practical application to achieve the workshop objective. Each participant will receive a workbook and be assessed during the workshop. The workshop will have a post workshop assignment, which will be used for assessment purposes.

As with all DHC training programmes, we strive to effect actual change back at the workplace through effective and practical outcomes based training.

Programme:

Time:	Day 1:	Day 2:	Day 3:
08:00-10:00	Introduction to developing a business plan.	Doing market research.	Financial Projections.
10:00-10:30	<i>Convenience Break</i>		
10:30-12:30	Developing strategic direction.	Developing Marketing Strategy.	Putting the business plan together.
12:30-13:30	<i>Lunch</i>		
13:30-15:00	Developing business plan objectives.	Financial Analysis.	Implementing the business plan.
15:00-15:15	<i>Convenience Break</i>		
15:15-16:00	Day Review	Day Review	Programme Evaluation

Who Should Attend?

- Senior & Middle Managers.
- Business Unit Managers.
- Business Owners.
- Supervisors.
- Organisational Development Practitioners.
- Any person interested in the art of developing business plans.

Day 1:***Introduction to developing the Business Plan:***

- The business plan outline.
- The executive summary.
- The contents.
- Supporting documents.

Developing Strategic Direction:

- Making the strategic choice.
- Understanding current reality.
- Working with Mission & Vision.
- Working with values.

Developing Business Plan Objectives:

- Working with Strategic Objectives.
- Understanding the Learning and Growth Perspective.
- Understanding the Business Processes Perspective.
- Understanding the Customer Perspective.
- Understanding the Financial Perspective.

Day 2:***Developing Market Research:***

- Research objectives.
- Research design.
- Fieldwork.
- Research analysis.
- Research results.

Developing Marketing Strategy:

- Product / Service Description.
- Market analysis.
- Past Performance Assessment.
- Product-Market Analysis.
- Sales Projections.

Financial Analysis:

- Important Financial Statements.
- Doing Comparative Analysis.
- Important Financial Ratios.

Day 3:***Financial Projections:***

- Key Financial Assumptions.
- Projected Monthly Running Cost.
- Projected Annual Budget.
- Projected Break Even Budget.
- Projected Sales to Reach Target.
- Key Projections.

Putting the business plan together:

- This is a practical session where the learner will compile an actual business plan.

Business Plan Implementation:

- Monitoring & evaluation.
- Adjustment & recommendations.

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