HOW TO DO A BUSINESS PLAN

(Non-Accredited)

Duration : 1 Day

Delivery Method
Face-to-Face / Virtual / Blended

www.sabusinessschool.com

HOW TO DO A BUSINESS PLAN

OVERVIEW

This practical workshop equips participants with the basic knowledge and tools needed to develop a simple, accurate, and professional business plan. The programme is mainly aimed at individuals who intend to start a small business or grow an existing one, and focuses on how to structure a business idea clearly enough to attract support from banks, financial institutions, or potential investors.

1. UNDERSTANDING THE PURPOSE OF A BUSINESS PLAN

- Understanding why a business plan is important when starting or growing a business
- Recognising how a business plan provides direction, structure, and focus
- Identifying how a business plan can support funding or loan applications

2. WHO NEEDS A BUSINESS PLAN

- Exploring how business plans support small business owners and start-ups
- Understanding when a business plan is needed for growth or expansion
- Recognising the value of planning before investing time and money into a business

3. DO'S AND DON'TS OF DRAWING UP A BUSINESS PLAN

- Identifying what should be included in a professional business plan
- Avoiding common mistakes that weaken a business plan
- Keeping the plan simple, realistic, and easy to understand

4. CREATING AN ACCURATE, SIMPLE, AND PROFESSIONAL PLAN

- Structuring information clearly and logically
- Presenting the business idea, products, services, and target market
- Ensuring the plan is realistic, practical, and suitable for its intended audience

5. RESEARCHING THE BUSINESS IDEA

- Conducting basic research into the industry, market, and competitors
- Understanding customer needs and demand
- Using research to support business decisions and planning

6. BUILDING CONFIDENCE WITH BANKS AND FINANCIAL INSTITUTIONS

- Understanding what banks and financial institutions may look for
- Presenting the business idea in a credible and convincing manner
- Demonstrating planning, commitment, and understanding of the business

KEY OUTCOMES

Participants will gain a basic understanding of how to develop a simple and professional business plan, conduct relevant business research, avoid common planning mistakes, present their business idea clearly, and improve their ability to approach banks or financial institutions with confidence.