

BUSINESS PLAN CREATION



The business plan is the blueprint for your business. Starting a business without a business plan is just as foolish. We often make the mistake of thinking of a business plan as a single, static document that you just put together when you're first starting out and then set aside. In actuality, the business plan for any business will change over time as the business develops, and any particular business may have multiple business plans as its objectives change. There are five reasons for a business plan creation: 1) To test the feasibility of your business idea; 2) To give your new business the best possible chance of success; 3) To secure funding, such as bank loans; 4) To make business planning manageable and effective and 5) To attract investors.

■ Course Objective

Upon the completion of this two-day training, participants are expected to:

- ✓ Understand clearly of Product or Service
- ✓ Understand how to do market analysis and market segment
- ✓ Understand how to calculate sale projection
- ✓ Understand how to calculate variable and fixed cost
- ✓ Understand how to calculate income statement
- ✓ Understand how to calculate break-event and ROS & ROI
- ✓ Understand how to manage time for new business
- ✓ Understand how to do financial strategy
- ✓ Understand how to selling business and personal goals

■ Course Outline

Module 1: Personal Preparing for Business

Module 2: Product and Service Define

Module 3: Market Analysis and Market Segment

Module 4: Competitive Advantage

Module 5: Marketing & Promotion Mix

Module 6: The Cost of Doing Biz & Economic of One Unit

Module 7: Sale & Financial Statement

Module 8: Business and Personal Goals

■ Who Should Attend?

This FIRST-EVER crucial training course is specially designed for people who want to start-up own businesses; staff who wants to create new products / services for company and staff who wants to be an entrepreneurial employee.

■ Course Structure

The certificate course in Business Plan Creation spent approximately 16 hours, OR is offered a 2-day period. The course is based on a participatory, active learning approach, group discussions. An Action Guide for Business Plan Creation, by Mr. Chhit Chakrayuth. Participants will receive a Certificate of Participation upon successful completion of the course. The maximum number of participants is 20.