

## Business Planning – 2 days



### Course Objectives

To learn the benefits of logical business planning; understand the processes supporting a business plan; short and long term aims; the importance of financial control; communicating the plan.

### Who will benefit?

Those who are involved in the development of the business through the formulation of effective business plans.

### Exercises

This course is instructor led, involving the utilisation of examples and exercises in a workshop environment.

### Course Content

#### Why use business plans

- Why do it
- What should be in it
- SWOT analysis
- PEST analysis
- Benefits to the business

#### Planning the future

- Developing strategies for the future; long and short term aims.

### Top level objective setting

- Mission statement; strategic objectives; planning documents; constraints and requirements for the plan period.

### The sales & marketing plan

- Expected sales by time period; marketing and sales methods; using the marketing mix-product, price, promotion and place; associated costs; required revenue and profit.

### Supporting plan

- Divisional and departmental plans; service improvements; quality and operations improvement; resourcing requirements; capital expenditure plans; cost reduction and productivity plans; acquisitions and disposals; organisational development; supply chain management

### Communication

- Involving others; keeping them informed; selling the plan; dealing with conflict.

### Budget and financial planning

- Expenditure forecasts; budgets and cash flow plans and financial implications to the business; action plans; approvals.

### Approval of plan and allocation of budgets

- Departmental objectives for plan period; budget acceptance; cascade objectives; devolve budgets.

### Monitoring and control

- Responsibilities; cash flow monitoring; statistical information; dated action plans.

### Using the business plan

- Importance of reviews; meeting the planned objectives; understanding justified assumptions.