

WRITING A BUSINESS PLAN

“Master the essentials of creating a compelling and effective business plan”

Schedule

Date	Venue	Fees (Online)
30 Jul 2026	Online	USD 450 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

A business plan is a roadmap for the growth and success of your business. This 1-day online workshop is designed to provide participants with the knowledge and skills needed to create a clear, structured, and actionable business plan. From understanding the key elements of a business plan to learning how to effectively present ideas to investors, this course covers everything you need to get your business off the ground or take it to the next level.

The course will guide you through writing each section of your business plan and help you align your goals with practical strategies for growth, sustainability, and profitability.

Objectives

By the end of this course, participants will be able to:

- Understand the key components of a successful business plan.
- Create a business plan that clearly defines business goals, strategies, and financial projections.
- Learn how to conduct market research to support business decisions.
- Develop a clear and persuasive executive summary.
- Present a well-organized and compelling business plan to stakeholders or investors.

Why Attend

- Gain a solid understanding of how to structure a business plan for success.
- Learn to present your business ideas in a clear and compelling way.
- Build the skills to effectively communicate your vision to investors or potential partners.
- Create a strategic business roadmap to guide decision-making and growth.
- Understand the key elements of financial projections and budgeting.

Target Audience

This program is designed for:

- Entrepreneurs, startup founders, and small business owners.
- Professionals who need to develop or revise a business plan.
- Anyone seeking funding or investment for a new or existing business.
- Managers or executives looking to refine their business strategies and plans.

Individual Benefits

Key competencies that will be developed include:

- Enhanced ability to write and structure a comprehensive business plan.
- Practical skills in market research and competitive analysis.
- Improved understanding of financial forecasting and budgeting.
- Better communication and presentation skills for pitching business ideas.
- Confidence in executing a business strategy and monitoring its progress.

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Ability to create a detailed, actionable business plan to guide company growth.
- Improved organizational planning and decision-making based on a clear business framework.
- Better capacity to attract investors, secure funding, and build partnerships.
- Increased strategic thinking in the development of long-term business goals.
- Enhanced team collaboration when creating and executing a business plan.

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Overview of key business plan elements and their importance.
- Case Studies - Reviewing real business plans to understand what works.
- Workshops - Guided exercises on drafting your own business plan.
- Peer Exchange - Group discussions on challenges and strategies for business success.
- Tools - Templates and checklists for creating a comprehensive business plan

Course Outline

Training Hours: 9:00 AM – 4:00 PM **Format:** 3 Learning Modules | Breaks: 11:00 & 2:00

Day 1: Writing a Business Plan

- Module 1: Understanding the Business Plan (09:00 – 11:00)
- Overview of a business plan and its importance for business success.
- Key components of a business plan: executive summary, market analysis, organizational structure, and financial projections.
- Common mistakes to avoid when writing a business plan.
- Module 2: Market Research and Strategy (11:15 – 1:15)
- How to conduct market research and analyze competitors.
- Defining your target market and identifying customer needs.
- Crafting your business model and growth strategies.
- Module 3: Financial Planning and Presentation (2:00 – 4:00)
- Understanding financial projections: income statements, balance sheets, and cash flow.
- How to present your business plan to potential investors or stakeholders.
- Creating a persuasive and clear business plan presentation.

Certification

Participants will receive a Certificate of Completion in Writing a Business Plan, validating their ability to develop and present a comprehensive and effective business plan.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training

Interested in running this course for your team?

Please contact us:

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