

DEVELOPING BUSINESS PLANS

IN-HOUSE TRAINING

WHAT'S INCLUDED

AstroTech Training will provide:

- > A detailed manual/workbook and electronic copy of course material
- > Professional presentation of the course content, case studies and practical exercises
- > One month of free telephonic and e-mail support included
- > Certificate of completion
- > Delivery of course material *(unless otherwise arranged)*
- > Travel and Accommodation for the Facilitator *(if required)*

PLEASE WILL YOU PROVIDE:

- > A suitable training venue with data projector
- > White Board and/or Flip Chart and markers
- > Lunch and refreshments daily

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COURSE OVERVIEW

Whether you are in a big corporate or a small start-up company, developing winning business plans and business cases is crucial.

Business plans and business cases have a whole host of benefits not least of which are:

- > Ensuring that goals and objectives are clear and realistic
- > Ensuring thorough planning is performed
- > Providing justification and motivation for funding both internally and externally
- > Demonstrating project justification
- > Providing direction for the company / department

The course covers the following key topics:

- > Analysing your industry and the environment
 - > Recognising critical success factors
 - > Understanding your customers
 - > Knowing the market
 - > Defining market segments
 - > Understanding your competitors
 - > Identifying your strengths and weaknesses
 - > Motivations and justifications
 - > Forecasting and budgeting
 - > Strategic thinking
 - > Outlining a strategy and operating plan
 - > Product lifecycles
 - > Funding the business / project
 - > Risk management
 - > Presenting your business plan or business case
- ...AND MUCH MORE!



COURSE INFORMATION

★ WHO SHOULD ATTEND

- Persons involved in the management of an organisation / department. These include engineering, financial, IT, human resources and other management staff
- People involved in project justifications including project managers, project co-ordinators, engineers, consultants, fund managers or co-ordinators
- Small business owners and entrepreneurs seeking funding
- Anybody else with an interest in developing business plans / cases

★ OUTCOMES

After attending this course attendees should:

- Gain an understanding of what is required to develop good business plans and business cases
- Learn how to motivate projects
- Learn how to motivate for external funding
- Learn how to implement a business plan

★ TAKE HOME TOOLS

- A detailed manual/workbook and electronic copy of course material
- A notepad & pen
- One month of free telephonic and e-mail support included

★ TERMS & CONDITIONS

- **PAYMENTS:**
Payment terms are **30** (thirty) days from date of course completion. The final invoice will be based on the **confirmed minimum number of delegates** provided as follows:
COURSES INSIDE GAUTENG: At least **SEVEN** working days prior to the course
COURSES OUTSIDE GAUTENG: At least **TEN** working days prior to the course
Absent delegates are charged for.
- **POSTPONEMENTS:**
POSTPONE WITHOUT COSTS: If you advise us **at least TWO** weeks prior to the course
PAY 25% OF THE COURSE FEE: If you advise us **less than TWO** weeks prior to the course
PAY 100% OF THE COURSE FEE: If you advise us **within ONE** week of the scheduled course
Once you have postponed, you **cannot** subsequently **cancel** without being liable for the **FULL** course fee.
A new date convenient to both parties will be agreed upon, however all postponements need to be utilised within **SIX** months of the original scheduled course date.
- **CANCELLATIONS:**
CANCEL WITHOUT COSTS: If you advise us **at least TWO** weeks prior to the course
PAY 50% OF THE COURSE FEE: If you advise us **less than TWO** weeks prior to the course
PAY 100% OF THE COURSE FEE: If you advise us **within ONE** week of the scheduled course
- **PRESENTERS:**
Should it be necessary, AstroTech Training reserves the right to substitute the presenter.
- **VENUE:**
If you have chosen to use the AstroTech Conference Centre as the venue for your training, the terms and conditions specific to Conferencing will be provided separately for your acceptance and signature.
- **COMMUNICATION:**
When a person registers on the AstroTech website, is registered on an AstroTech course or sends an email to AstroTech, that person consents to receiving communications electronically or otherwise from AstroTech and/or its business partners.
- **DISCLAIMER:**
AstroTech Training will not be held responsible for any loss, damage or harm, direct, indirect, consequential or otherwise and howsoever arising that may be caused to any person or property during the providing of any services by AstroTech to the client.