

Hands-on course , 2  
day(s)  
Ref : BUP

## Participants

Business creators or  
acquirers, company  
leaders, product managers,  
business unit directors, profit  
center managers, financial  
executives, operational  
managers, etc.

## Pre-requisites

No particular knowledge.

## Next sessions

# Creating a realistic, convincing business plan

*Define, structure, and monitor a business plan. Create the marketing and technical aspects and draft a financing plan (managerial and accounting tools). Evaluate its impact and feasibility, provide contingency plans and abandonment costs. Design marketing and sales pitches for communication.*

## OBJECTIVES

Formalize your ideas and project into a business model  
Structure the drafting of your business plan  
Create a business plan with multiple parts: Financial, technical, and marketing  
Know how to present your business plan and communicate about its distinctive features and its value  
Take a critical view of your own business plan and know how to be objective about its feasibility

### 1) Goals and purpose of the business plan

### 2) Structure of the business plan

### 3) Building the business plan

### 4) Critical analysis of the business plan

### 5) "Selling" the business plan

## 1) Goals and purpose of the business plan

- Formalizing your ideas and strategic vision.
- Positioning the project.
- Defining the business model.
- Financial calculations.
- Getting financing for capital and operations.
- Finding business partners, manufacturers and salespeople to work with, etc.
- Having a tool for monitoring and overseeing the project.

### Workshop

*Hands-on work Description of different types of business models.*

## 2) Structure of the business plan

- Standard plan.
- Adapting it to suit any plan's specifics.
- Structure of the written documents.
- Contributors.

### Workshop

*Case study A real estate project.*

## 3) Building the business plan

- The project's drivers.
- The marketing aspect: Product line, positioning, pricing, sales estimates, etc.
- The technical aspect: Capital investment, procurement, organization, human resources, etc.
- The financial aspect: The balance sheet and provisional profit and loss account, break-even point, ROI, etc.

### Workshop

*Hands-on work Using different methods for estimating sales.*

## 4) Critical analysis of the business plan

- Identifying key factors for success and risk factors.
- Making contingency plans.
- Implementing simulations and assessing their impact.
- Feasibility and sustainability assessment.
- Calculating the project's abandonment cost.

### Workshop

*Case study Critical analysis of a business plan: Points that show clarity, missing information, etc.*

## 5) "Selling" the business plan

- Highlighting the project's distinctive features and intrinsic value.
- Proof that the financial estimates are sound and reliable.
- Formal drafting: Form and substance, creating an impactful, meaningful document.
- Oral presentation: Types of presentation, tools to use to gain confidence and win over people.

### Workshop

*Hands-on work Simulated oral presentations of your business plan to a bank.*