

COURSE OVERVIEW SS0905

Business Planning

Course Title

Business Planning

Course Date/Venue

Session 1: January 12-16, 2025/Meeting Plus 8, City Centre Rotana Doha Hotel, Doha, Qatar

Session 2: July 20-24, 2025/ Meeting Plus 8, City Centre Rotana Doha Hotel, Doha, Qatar



Course Reference

SS0905

Course Duration/Credits

Five days/3.0 CEUs/30 PDHs



Course Description



80% of this course is practical sessions where participants will be engaged in a series of interactive small groups, class workshops and role-plays.

This course is designed to provide participants with a detailed and up-to-date overview of Developing and Implementing the Business Plan. It covers the techniques on how to create a comprehensive business plan that outlines a company's goals, strategies, financial projections and other important information necessary for success. The course will also cover the effective communication strategies for presenting the plan to stakeholders and monitoring progress towards the desired outcomes.



During the interactive course, participants will learn the purpose and use of business plan; the process in preparing a business plan and the successful business; getting the plan started and make it compelling; the business plan components, executive summary, business description, industry analysis, trends, target market and the competition; the strategic position, risk assessment, marketing plan, sales strategy and operations; the technology plan, management and organization, community involvement and social responsibility; monitoring the development, milestones, exit plan, financials and plan's appendix; preparing, presenting and sending out the plan; and securing financial resources; and the internal planning for existing businesses and time saving tips.



Course Objectives

Upon the successful completion of this course, participants will be able to:-

- Develop and implement the business plan in a professional manner
- Define and discuss business plan including its purpose and use
- Start the process in preparing a business plan and identify the successful business
- Get the plan started and make it compelling
- Recognize the business plan components, executive summary, business description, industry analysis, trends, target market and the competition
- Carryout strategic position, risk assessment, marketing plan, sales strategy and operations
- Apply technology plan, management and organization, community involvement and social responsibility
- Monitor development, milestones and exit plan and review financials and plan's appendix
- Put the plan to work, prepare, present and send out the plan and secure financial resources
- Apply internal planning for existing businesses and time saving tips

Exclusive Smart Training Kit - H-STK®



Participants of this course will receive the exclusive “Haward Smart Training Kit” (H-STK®). The H-STK® consists of a comprehensive set of technical content which includes **electronic version** of the course materials conveniently saved in a **Tablet PC**.

Who Should Attend

This course provides an overview of all significant aspects and considerations of developing and implementing the business plan for business users, developers, managers, supervisors, business analysts, business professionals, venture capitalists, bankers and change agents.

Training Methodology

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:-

20% Lectures

80% Practical Exercises, Case Studies, Games, Customized Videos, Site Visits, Simulations, Role Play, Group Skill Sessions, Outdoor & Indoor Activities


In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

Course Certificate(s)

Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

Certificate Accreditations

Certificates are accredited by the following international accreditation organizations: -


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The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology’s courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units (CEUs)** in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **3.0 CEUs** (Continuing Education Units) or **30 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant’s involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant’s CEU and PDH Transcript of Records upon request.

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British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

Course Fee

US\$ 6,000 per Delegate. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Accommodation

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.

Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



Ms. Sarah Henley Du Plessis, MEd, BTEC, BSc (Hons), BA (Hons), is a **Senior Management Consultant** with over **20 years** of extensive experience specializing in **Performance Management, Strategy Mapping, Balance Scorecard, Key Performance Indicator (KPI), Business Writing Skills, Writing Business Correspondence & Document Control, Writing Memos & Business Letters, Business & Technical Report Writing, Communication Skills, Business Communication Etiquette, Interpersonal Skills, Presentation Skills, Organisational & Leadership Skills, Coaching & Mentoring, Self & Personal Development, Creative Problem Solving, Performance Management, Conflict Management, Talent Management, Risk Management, Resource Management, Emotional Intelligence, Customer Service, Persuasion Techniques, Supervisory Skills, Public Relations & Corporate Communication, Strategic Planning & Creative Thinking, Human Resource Management, Performance Assessment & Appraisal, Contract Management, Negotiation Skills, Tendering & Bidding, Sourcing & Vendor Management, Service Level Agreements, Purchasing Skills, Supply Chain Management and Logistics & Transportation**. She is currently the **Business Skills Trainer** working internationally across **Europe, Middle East, America and Asia**.

During her career, Ms. Sarah has held various significant positions and dedication both in academic and industrial as the **Divisional Purchasing Manager, Services Buyer Manager, Category Manager, Senior Consultant/Lecturer, Business Skills Instructor, English Teacher, Business English Trainer, English Tutor, Assistant National Park Ranger, Production & Project Buyer, Call Centre Agent, Customer Services Agent and Accounts Assistant** from various companies and institutions like the **University of York, Melton College, Inlingua, Field First Cartons, Schneider Electric Ltd, Armitage Bros. Plc, Ryder Systemcare, Denby Pottery and Torrington**.

Ms. Sarah has a **Master** degree in **Education (Applied Linguistics)**, **Bachelors** degree (with **Honours**) in **Natural Sciences** and in **Business Administration & Enterprise** from the **Open University** and the **University of Central England, UK**, respectively. Further, she holds a **Professional Graduate Certificate in Education (PGCE)** from the **University of Northumbria**, a **Graduate Diploma** from the **Chartered Institute of Purchasing and Supply (CIPS)** and a **BTEC Advanced Certificate in Supervision of Biological Surveys** from the **GUI**. Moreover, she is a **Certified Instructor/Trainer**, a **Certified Internal Verifier/Assessor/Trainer** by the **Institute of Leadership & Management (ILM)** and a **Certified CELTA Level 4 Instructor**. She also delivered numerous trainings, courses, seminars and conferences internationally.

Course Program

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the course for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

Day 1

0730 – 0800	<i>Registration & Coffee</i>
0800 – 0815	<i>Welcome & Introduction</i>
0815 – 0830	PRE-TEST
0830 – 0930	<i>Introduction to Developing Effective Business Plan</i>
0930 – 0945	<i>Break</i>
0945 – 1030	<i>What is the Business Plan?</i>
1030 – 1130	<i>The Purpose of a Business Plan</i>
1130 – 1230	<i>How a Business Plan is Used</i>
1230 – 1245	<i>Break</i>
1245 – 1330	<i>When to Prepare a Business Plan</i>
1330 – 1420	<i>Starting the Process</i>
1420 – 1430	Recap
1430	<i>Lunch & End of Day One</i>

Day 2

0730 – 0830	<i>The Successful Business</i>
0830 – 0930	<i>Getting Your Plan Started</i>
0930 – 0945	<i>Break</i>
0945 – 1030	<i>Making Your Plan Compelling</i>
1030 – 1100	<i>Business Plan Components</i>
1100 – 1130	<i>The Executive Summary</i>
1130 – 1245	<i>Break</i>
1245 – 1420	<i>Business Description</i>
1420 – 1430	Recap
1430	<i>Lunch & End of Day Two</i>

Day 3

0730 – 0830	<i>Industry Analysis & Trends</i>
0830 – 0930	<i>Target Market</i>
0930 – 0945	<i>Break</i>
0945 – 1100	<i>The Competition</i>
1100 – 1230	<i>Strategic Position & Risk Assessment</i>
1230 – 1245	<i>Break</i>
1245 – 1420	<i>Marketing Plan, Sales Strategy & Operations</i>
1420 – 1430	Recap
1430	<i>Lunch & End of Day Three</i>

Day 4

0730 – 0830	<i>Technology Plan, Management & Organisation</i>
0830 – 0930	<i>Community Involvement & Social Responsibility</i>
0930 – 0945	<i>Break</i>
0945 – 1100	<i>Development, Milestones, & Exit Plan</i>

1100 – 1230	<i>The Financials & Plan's Appendix</i>
1230 – 1245	<i>Break</i>
1245 – 1420	<i>Putting the Plan to Work</i>
1420 – 1430	<i>Recap</i>
1430	<i>Lunch & End of Day Four</i>

Day 5

0730 – 0830	<i>Preparing, Presenting & Sending Out Your Plan</i>
0830 – 0930	<i>Securing Financial Resources</i>
0930 – 0945	<i>Break</i>
0945 – 1100	<i>Internal Planning for Existing Businesses</i>
1100 – 1230	<i>Time Saving Tips</i>
1230 – 1245	<i>Break</i>
1245 – 1345	<i>Practical Sessions (Case Studies)</i> <i>Preparing Your Business Plan • Presenting Your Business Plan</i>
1345 – 1400	<i>Course Conclusion</i>
1400 – 1415	<i>POST-TEST</i>
1415 – 1430	<i>Presentation of Course Certificates</i>
1430	<i>Lunch & End of Course</i>

Practical Sessions

80% of this highly-interactive course is practical sessions. Theory learnt (20%) will be applied using various role-plays, case studies and practical sessions.



Course Coordinator

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