What's Included In the Classroom based Courses ?

Instruction by an expert facilitator

Specialized manual and course materials

Small, interactive classes

Personalized certificate of completion

Writing a Business Plan

This two-day course is designed for business owners and entrepreneurs who are ready to create a business plan. All the essential steps are covered, including drafting the original document; identifying the audience; gathering information; researching; describing product plans; and marketing, sales, and accounting terms. Students will come away from the course energized and prepared to write their business plan.

What Will Students Learn?

- Research and analyze the individual components needed for a business plan
- Apply skills to create a business plan for different audiences, including investors, banks, and other stakeholders
- Explain the purpose and future of your business in easy to understand terms
- Use accounting terms to describe the future for their business
- Describe their marketing, sales, and planning strategies

What Topics are Covered?

- What is a business plan for?
- A general business plan framework
- Identifying your audience
- Gathering and analyzing information
- Defining your company
- Getting to work
- Creating a marketing strategy
- Creating the sales plan
- Developing financial projections
- Putting it all together