



Baden International Business School
Switzerland



Training Workshop Module on

Business Planning

Location: Baden International Business School, Baden, Switzerland

Date, workshop duration and fee: To be established in consultation with the group of participants depending upon the depth required and the inclusion of other modules in the training programme.

Content: Discussion of basic questions about business planning (What is a business plan and why is it needed? Who reads it and who prepares it? What are the steps of the planning process? What is expected from investors or lenders? Different types of business plans; The format and organisation of business plans; Length of planning period and content of a business plan).

- ◆ The Executive Summary: its importance and content;
- ◆ Describing the Background of the Business;
- ◆ The SWOT analysis as a tool for identifying and defining strategic themes;
- ◆ Re-examining and planning the Product and Service lines;
- ◆ Analysing Markets, Clients and Competitors;
- ◆ Working out a Business Operations and an Organisation;
- ◆ Planning the Human Resources;
- ◆ Examining the Legal Framework, Environmental and Social Factors;
- ◆ Making Financial Planning;
- ◆ Checking possible Risks and making and Sensitivity Analysis.