



***BAM CONSULTANCY (PTY) LTD***

## ***COURSE: BUSINESS PLANNING***

### **COURSE SYNOPSIS**

Business planning is often conducted when:

- Starting a new venture (organization, product or service)
- Expanding a current organization, product or service
- Buying a current organization, product or service
- Working to improve the management of a current organization, product or service

There are a wide variety of formats for a business plan. The particular format and amount of content included in a plan depends on the complexity of the organization, product or service and on the demands of those who will use the business plan to make a decision, eg, an investor, funder, management, Board of Directors, etc.

### **OBJECTIVES**

This course is intended to equip every individual out there, whether for own personal goals, or that of a team or organisation, to be able to prepare a valuable document that can be considered credible in making the stakeholders of the venture to see the vision and identify with the reality of turning the vision into a reality. The learning experience from this course shall enable the delegate to be prepared to partake in any project, knowing that they have a tool to guide them throughout the process. A business plan's most valuable outcome is the lessons taught during its preparation. No other tool can help you see your project even before it starts better than the business plan.

### **WHO SHOULD ATTEND**

If you are planning to venture into a new business, a new project, or a new idea for your development or your organization, look no further than developing a business plan with BAM Consultancy! You only need to have good time management skills to attend this course!

### **PREREQUISITES**

A little bit of [Finance for Non-Finance Managers](#) course could be helpful if your background in finances is not very polished! However, IT IS NOT MANDATORY.

### **AFTER COMPLETING THIS COURSE YOU SHOULD BE ABLE TO**

- Request funding for any project you wish to start or be involved in.
- Identify clearly and realistically to a higher degree what the objectives of your project are.
- Research your project and virtually identify it within and among other projects of a similar nature.
- Tune your mind and that of your team into strategic thinking that leads to strategic planning
- Prepare a well coordinated high level operational, organizational, financial plan
- Communicate effectively with your financial stakeholders, donors or funders

# COURSE OUTLINE

## Day One

### Introduction

Why a business plan?

Elements of a Business Plan

### The Business

A. Description of business

B. Marketing Plan

## Day Two

### The Business continued...

C. Operational Plan

D. Personnel Management Plan

### Financial Data

A. Capital equipment and supply list

B. Balance sheet

## Day Three

### Financial Data Continued

C. Pro-forma income projections (profit & loss statements)

D. Pro-forma cash flow

E. Breakeven analysis

### Putting it all together

- YOUR OWN BUSINESS PLAN

Every participant who successfully completes a course will be awarded a certificate from BAM Consultancy.

**DURATION** : 3 FULL DAYS (9.00am – 4.00pm)

**COURSE FEE** : M 3, 100.00 PER DELEGATE (excl.)

**DATES** : 28<sup>th</sup> to 30<sup>th</sup> November 2007

**VENUE** : Maseru Sun, Lesotho Sun or The National Library

(FULL LUNCH AND TWO TEA BREAKS WILL BE PROVIDED FOR)

Closing Date for Orders is 21<sup>st</sup> November 2007, Fax +266 22327234 or email [info@bamconsultancy.biz](mailto:info@bamconsultancy.biz)