

BUSINESS PLANNING & MANAGEMENT WORKSHOP

WORKSHOP SCHEDULE

Dates in February	SESSION 1 9 - 11		SESSION 2 11:30 – 1:00	SESSION 3 1:00 - 2:30		SESSION 4 3:30 – 4:00
15 th	Business Idea Generation Ethics and Values	TEA BREAK 11:00-11:30	Conducting Market Research Analysing market data	Business structure & Legal implications Contracts & Agreements	LUNCH BREAK 2:30-3:30	DAILY DEBRIEF
16 th	Financial Planning & Management		Internal Controls	Sales & Marketing (Negotiation)		
17 th	Intellectual Property (Trademark, industrial design & patents)		Customer profiling Developing your Customer Value Proposition (CVP)	Customer Service Excellence – Managing internal & external customers		
18 th	Communicating Effectively Networking & Relationship Management		Developing your Business Plan (practical session using the Business Model Canvas tool)			
19 th	Building a sustainable business Developing a blueprint for your business		Raising funds for your business: Understanding Loans, Interest & repayment	Residual Income Generation strategies from tested and proven business models		
20 th	Business Clinic (Panel of discussants)		The Elevator Pitch (Business plan presentations and feedback session)			