



*Training Course:  
Business Planning – Development and Analysis  
Program*

*20 - 24 May 2024  
Casablanca (Morocco)  
New Hotel*

## Training Course: Business Planning & Development and Analysis Program

Training Course code: SC235109 From: 20 - 24 May 2024 Venue: Casablanca (Morocco) - New Hotel Training Course  
Fees: 4675 € Euro

### Introduction:

In this comprehensive five-day training program, participants will learn the essential skills and techniques required to develop effective business plans and perform in-depth analysis for strategic decision-making. The training will combine theoretical knowledge with practical exercises to ensure participants gain hands-on experience in crafting business plans and evaluating business opportunities.

### Objectives:

By the end of this training program, participants will be able to:

- Understand the importance of business planning and analysis in organizational success.
- Develop a well-structured and comprehensive business plan.
- Conduct market research and industry analysis to identify opportunities and threats.
- Apply financial analysis techniques to evaluate the financial feasibility of business ventures.
- Analyze the competitive landscape and position their business for success.
- Create implementation strategies and action plans to achieve business goals.
- Present business plans professionally to stakeholders.

### Target Audience:

This training program is suitable for:

- Entrepreneurs and startup founders seeking to develop strong business plans for their ventures.
- Business managers and executives involved in strategic decision-making.
- Professionals from various industries interested in expanding their understanding of business planning and analysis.

### Outlines:

Day 1:

Understanding the Fundamentals of Business Planning

- Introduction to business planning: Importance, benefits, and key components.
- Identifying business goals and objectives.
- Analyzing the business environment: SWOT analysis.
- Understanding the target market: Conducting market research.

#### Day 2:

##### Crafting a Comprehensive Business Plan

- Defining the company's mission and vision.
- Creating a compelling value proposition.
- Developing a business model canvas.
- Formulating marketing and sales strategies.
- Constructing the operations and management plan.

#### Day 3:

##### Financial Analysis and Feasibility Assessment

- Understanding financial statements: Balance sheets, income statements, and cash flow.
- Evaluating financial ratios for performance assessment.
- Estimating start-up costs and financial projections.
- Assessing business feasibility and risk analysis.

#### Day 4:

##### Analyzing the Competitive Landscape

- Identifying key competitors and their strengths and weaknesses.
- Conducting a competitive analysis using Porter's Five Forces model.
- Differentiation strategies and competitive positioning.
- Creating a marketing and sales strategy based on the competitive analysis.

#### Day 5:

### Implementation and Presenting the Business Plan

- Developing implementation strategies and action plans.
- Setting key performance indicators KPIs and monitoring progress.
- Presenting the business plan to stakeholders effectively.
- Addressing questions and feedback from investors and other stakeholders.

## Registration form on the Training Course: Business Planning & Development and Analysis Program

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Company Information

Company Name: .....  
Address: .....  
City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
- ☐ Please invoice me
- ☐ Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
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to: Global Horizon  
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