



*Training Course:
Company Evaluation & Strategic Forecasting*

9 - 13 February 2025

Dubai (UAE)

Residence Inn by Marriott Sheikh Zayed Road, Dubai

Training Course: Company Evaluation & Strategic Forecasting

Training Course code: FI235734 From: 9 - 13 February 2025 Venue: Dubai (UAE) - Residence Inn by Marriott Sheikh Zayed Road, Dubai Training Course Fees: 4500 € Euro

Introduction

Strategic forecasting and company evaluation are critical for directors aiming to enhance decision-making and business growth. This program, designed by [Global Horizon Training Center](#), provides a hands-on approach, equipping participants with practical tools to analyze company performance, assess potential, and develop actionable strategic forecasts. Through interactive workshops, real-world case studies, and business simulation tools, executives will gain insights into risk assessment, valuation techniques, and long-term planning.

Objectives

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

- Accurately analyze current company performance using key financial indicators.
- Assess market positioning through SWOT and PESTLE analysis.
- Source and utilize factual data for business forecasting.
- Develop strategic forecasts based on historical and competitive analysis.
- Implement scenario planning and risk management strategies.
- Translate forecasting insights into actionable business strategies.

Course Methodology

This executive program employs a combination of:

- Interactive workshops and business simulations.
- Hands-on financial modeling and strategic forecasting exercises.
- Real-world case studies from leading global companies.
- Group discussions and role-playing scenarios.
- Practical applications using digital forecasting tools.
- Expert-led guidance and peer networking opportunities.

Organizational Impact

Organizations that invest in this program will benefit from:

- Improved strategic forecasting and risk assessment capabilities.
- Enhanced data-driven decision-making processes.
- Increased accuracy in corporate performance evaluation.
- Strengthened leadership in long-term business planning.
- Optimized resource allocation through advanced forecasting techniques.
- Greater alignment of company strategies with market conditions.

Target Audience

This program is designed for senior executives and decision-makers, including:

- C-Level Executives CEOs, CFOs, COOs, CSOs, etc.
- Directors and Senior Managers responsible for strategic planning and finance.
- Board Members seeking to enhance their forecasting acumen.
- Business Unit Leaders involved in financial performance and market analysis.
- Investment Analysts and Corporate Strategists focused on long-term business sustainability.

Outlines

Day 1: Understanding Business Potential

- Introduction to Strategic Forecasting.
- Assessing Organizational SWOT and Market Position.
- Identifying Key Performance Indicators KPIs for Business Evaluation.
- Practical Workshop: SWOT Analysis for a Real-World Company.

Day 2: Data-Driven Decision Making

- Key Financial Indicators and Metrics.
- Analyzing Historical Performance, Competitors, and Market Trends.

- Benchmarking and PESTLE Analysis.
- Sourcing Factual Data for Business Analysis:
 - Utilizing public databases, industry reports, and financial services.
 - Engaging with market research firms for tailored insights.
 - Leveraging subscription-based services like Bloomberg, Statista, and IBISWorld.
- Case Study: Using Market Data to Drive Strategic Decisions.

Day 3: Setting Strategic Forecasts and Plans

- Developing and Implementing Strategic Forecasts.
- Creating Data-Driven Projections for Business Growth.
- Scenario Planning and Risk Management Techniques.
- Workshop: Building a Strategic Forecasting Model.

Day 4: Practical Applications and Business Simulations

- Hands-on Business Simulation Exercise.
- Risk Mitigation Strategies in Forecasting.
- Real-Time Decision-Making Scenarios.
- Interactive Group Discussion: Forecasting Challenges and Solutions.

Day 5: Translating Insights into Actionable Strategies

- Developing an Action Plan for Long-Term Business Growth.
- Aligning Forecasting Results with Corporate Strategy.
- Measuring and Adjusting Forecasting Accuracy Over Time.
- Executive Panel Discussion: Best Practices in Strategic Forecasting.
- Final Presentation: Group-Based Strategic Forecasting Report.

Registration form on the Training Course: Company Evaluation & Strategic Forecasting

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

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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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