



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

*11 - 22 May 2026  
Glasgow (Scotland)*

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

Training Course code: LS236417 From: 11 - 22 May 2026 Venue: Glasgow (Scotland) - Training Course Fees: □ Euro

### Introduction

This comprehensive two-week training program is designed to equip participants with advanced competencies in business planning, strategic analysis, and financial feasibility assessment. The program goes beyond foundational planning principles and integrates strategic frameworks, data-driven analysis, financial modeling, competitive intelligence, risk management, and implementation governance.

Participants will engage in structured theoretical modules, analytical tools, case studies, guided exercises, and progressive development of a full professional business plan. By the end of the program, each participant will have developed a comprehensive, investment-ready business plan supported by strategic analysis and financial projections.

### Objectives

1. Design comprehensive, structured, and investor-ready business plans.
2. Conduct macro and micro environmental analysis using professional frameworks.
3. Perform detailed market research and opportunity assessment.
4. Develop strong value propositions and scalable business models.
5. Construct integrated marketing, operations, and management strategies.
6. Build financial projections and perform feasibility and sensitivity analysis.
7. Apply competitive analysis frameworks for strategic positioning.
8. Identify and manage business risks using structured methodologies.
9. Develop implementation roadmaps with KPIs and governance mechanisms.
10. Present and defend business plans effectively before stakeholders and investors.

### Target Audience

This program is suitable for:

- Entrepreneurs and startup founders
- Business managers and executives

- Strategic planning professionals
- Investment analysts
- Business development professionals
- Consultants and advisors
- Professionals seeking to strengthen strategic planning competencies

## Course Outlines:

### Day 1: Foundations of Business Planning & Strategic Context

- The purpose and strategic importance of business planning
- Types of business plans startup, expansion, operational, investment
- Core structure of a professional business plan
- Defining business vision, mission, and measurable objectives
- Aligning business planning with organizational strategy
- Introduction to analytical frameworks in planning

### Day 2: Environmental & Industry Analysis

- Macro-environmental analysis PESTLE framework
- Industry structure and lifecycle analysis
- Market attractiveness assessment
- Competitive landscape mapping
- SWOT analysis integration
- Identifying strategic opportunities and threats

### Day 3: Market Research & Opportunity Assessment

- Market segmentation and targeting strategy
- Customer profiling and demand assessment
- Market sizing TAM, SAM, SOM methodology
- Data collection methods and validation techniques

- Trend analysis and forecasting considerations
- Opportunity gap identification

#### Day 4: Business Model Development

- Designing value propositions
- Business Model Canvas application
- Revenue model selection and monetization strategies
- Pricing strategy development
- Cost drivers and operational structure overview
- Scalability and sustainability assessment

#### Day 5: Marketing & Operational Planning

- Marketing strategy formulation
- Brand positioning and differentiation
- Sales channel strategy and distribution models
- Operational planning and process mapping
- Supply chain considerations
- Resource planning and capacity assessment

#### Day 6: Financial Planning Fundamentals

- Financial statements overview P&L, Cash Flow, Balance Sheet
- Cost structure development fixed, variable, semi-variable
- Break-even analysis
- Capital expenditure planning
- Funding structure options
- Working capital requirements

#### Day 7: Financial Projections & Modeling

- Revenue forecasting techniques
- Expense forecasting methods
- 3-5 year financial projections
- Cash flow modeling
- Financial scenario analysis
- Sensitivity analysis

#### Day 8: Feasibility & Investment Analysis

- Financial ratios analysis
- Profitability and liquidity assessment
- Investment appraisal techniques NPV, IRR, Payback Period
- Risk-adjusted feasibility evaluation
- Economic viability vs. financial viability
- Go/No-Go decision framework
- Exercise: Feasibility assessment report

#### Day 9: Risk Analysis & Implementation Planning

- Business risk identification and classification
- Operational, financial, and strategic risks
- Risk mitigation planning
- Implementation roadmap development
- Milestone planning and timeline structuring
- KPI development and performance measurement
- Governance and monitoring mechanisms

#### Day 10: Final Business Plan Development & Presentation

- Structuring the complete business plan document
- Executive summary preparation



- Data visualization and financial presentation
- Investor-focused documentation standards
- Preparing professional appendices and supporting evidence

## 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  
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place.

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registration  
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E-mail to us :  
info@gh4t.com  
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Complete & return the  
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