



*Training Course:  
Business Strategy & Planning*

*31 August - 4 September 2026  
Amsterdam (Netherlands)*

## Training Course: Business Strategy & Planning

Training Course code: MA236432 From: 31 August - 4 September 2026 Venue: Amsterdam (Netherlands) - Training Course Fees: 5775 € Euro

### Introduction

In today's rapidly evolving business environment, organizations must develop clear strategies and effective plans to remain competitive and achieve sustainable growth. The **Business Strategy & Planning** program equips participants with the knowledge and tools required to analyze business environments, formulate strategic objectives, and implement actionable plans aligned with organizational goals.

This program focuses on strategic thinking, competitive analysis, and performance planning, enabling participants to make informed decisions and drive long-term success.

### Course Objectives

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

- Understand key concepts and frameworks of business strategy
- Analyze internal and external business environments
- Formulate strategic goals and objectives
- Apply strategic planning tools such as SWOT and PEST analysis
- Develop and implement business strategies
- Align strategy with organizational vision and mission
- Monitor and evaluate strategic performance
- Identify risks and opportunities in business environments
- Enhance decision-making and problem-solving skills

### Target Audience

This program is designed for:

- Senior Executives and Managers
- Business Development and Strategy Professionals
- Department Heads and Team Leaders
- Entrepreneurs and Business Owners
- Professionals involved in planning and decision-making

### Outline

#### Day 1 - Foundations of Business Strategy

- Introduction to business strategy and strategic management
- Vision, mission, and organizational objectives
- Strategic thinking and decision-making
- Overview of strategic management frameworks
- The role of leadership in strategy development

#### Day 2 - Environmental and Competitive Analysis

- External environment analysis PESTLE framework
- Industry analysis and competitive forces
- Internal analysis resources and capabilities
- SWOT analysis and strategic positioning
- Identifying opportunities and threats

#### Day 3 - Strategy Formulation

- Developing strategic objectives and initiatives
- Corporate, business, and functional strategies
- Competitive strategies cost leadership, differentiation, focus
- Growth strategies and market expansion
- Innovation and strategic agility

#### Day 4 - Strategy Implementation and Execution

- Translating strategy into action plans
- Resource allocation and budgeting
- Organizational alignment and change management
- Communication of strategy across the organization
- Managing risks during implementation

#### Day 5 - Performance Management and Strategic Control

- Monitoring and evaluating strategic performance
- Key Performance Indicators KPIs and Balanced Scorecard
- Benchmarking and continuous improvement
- Strategic review and adjustment
- Ensuring long-term sustainability and competitiveness

## Registration form on the Training Course: Business Strategy & Planning

Training Course code: MA236432 From: 31 August - 4 September 2026 Venue: Amsterdam (Netherlands) -  
Training Course Fees: 5775 € Euro

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  
booking form with cheque  
to: Global Horizon  
3 Oudai street, Aldouki,  
Giza, Giza Governorate,  
Egypt.