



How to Write a Business Plan

A Short Course by **OUTBOXng**

This course aims to equip entrepreneurs with the essential skills and knowledge to create compelling, effective business plans for securing funding and guiding growth.

\$10 (N15,000)
until **October 28th.**



WITH OVER 15 YEARS OF EXPERIENCE IN WRITING BUSINESS PLANS AT THE HIGHEST LEVELS, WE'RE HERE TO PROVIDE YOU WITH EXPERT TRAINING ON HOW TO WRITE A SUCCESSFUL BUSINESS PLAN.

Introduction

Welcome to the "How to Write a Business Plan" course. This program is designed to guide you through the essential steps of creating a comprehensive and effective business plan. Whether you are a startup looking to attract investors, a small business seeking a loan, or an entrepreneur planning for growth, a solid business plan is crucial for success. Through interactive workshops, practical exercises, and expert guidance, you will learn how to define your business goals, analyze your market, outline your strategies, and project your financials. By the end of this course, you will have a complete business plan that clearly communicates your vision and sets a strong foundation for your business's future. Join us to turn your ideas into a concrete plan for success!

Benefits

- **Clarity and Focus:** Learn how to clearly define your business goals, mission, and vision to create a strong roadmap for your business.
- **Strategic Planning:** Develop effective strategies for marketing, operations, and growth to set your business up for success.
- **Financial Understanding:** Gain insights into creating realistic financial projections and budgets to better manage your business finances.
- **Investor Readiness:** Prepare a professional business plan that attracts investors, secures loans, and builds credibility with stakeholders.
- **Tailored Feedback:** Receive personalized guidance and feedback to refine your business plan and increase its effectiveness.
- **Practical Tools:** Access templates and resources that simplify the business planning process, making it easier to create a comprehensive plan.

Price

This course is currently discounted and available for just **\$10 (N15,000)** until **July 28th**.

What am I learning?

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Module 1: Introduction to Business Planning

- **What is a Business Plan?**
 - Definition and purpose of a business plan.
 - Importance of a business plan for startups and existing businesses.
- **Key Components of a Business Plan**
 - Overview of the main sections: Executive Summary, Company Description, Market Analysis, Organization and Management, Products/Services, Marketing Strategy, Funding Request, Financial Projections, Appendix.

Module 2: Executive Summary and Company Description

- **Executive Summary**
 - Crafting a compelling overview that highlights the business idea, goals, and unique value proposition.
- **Company Description**
 - Writing a clear description of the business, including its mission, vision, and objectives.
 - Defining your business model and structure.

Module 3: Market Analysis

- **Industry Overview**
 - Researching industry trends, size, growth potential, and key success factors.
- **Target Market**
 - Identifying and describing your target audience.
 - Analyzing customer needs and market demand.
- **Competitive Analysis**
 - Evaluating competitors and identifying your competitive advantage.

Module 4: Organization and Management

- **Business Structure**

- Choosing the right legal structure for your business (e.g., sole proprietorship, partnership, corporation).
- **Management Team**
 - Outlining your organizational structure and team roles.
 - Highlighting key team members and their expertise.

Module 5: Products and Services

- **Product/Service Line**
 - Describing your products or services in detail.
 - Explaining the benefits and unique features of your offerings.
- **Product Lifecycle**
 - Understanding the stages of your products or services.

Module 6: Marketing Strategy

- **Marketing Plan**
 - Developing a marketing strategy, including pricing, promotion, and distribution.
- **Sales Strategy**
 - Outlining sales tactics and sales funnel.

Module 7: Funding Request and Financial Projections

- **Funding Requirements**
 - Determining how much funding is needed and for what purpose.
 - Outlining funding requirements clearly for investors or lenders.
- **Financial Projections**
 - Preparing profit and loss statements, cash flow statements, and balance sheets.
 - Setting realistic financial goals and milestones.

Module 8: Appendix and Supporting Documents

- **Supporting Documentation**
 - Including resumes, product images, legal documents, and other relevant information.
- **Finalizing the Business Plan**
 - Tips on formatting and presenting your business plan professionally.

Module 9: Review and Feedback

- **Peer Review**
 - Participants review each other's business plans and provide constructive feedback.
 - **Expert Feedback**
 - Receive feedback from instructors to refine and improve your business plan.
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Materials:

- Course slides and materials.
- Business plan templates and examples.
- Market research tools and resources.

Activities:

- **Group Discussions:** Exchange ideas and insights on business planning.
- **Workshops:** Hands-on exercises to develop each section of your business plan.
- **Case Studies:** Analyze successful business plans to understand best practices.

Homework:

- Complete sections of your business plan after each module.
- Prepare a draft of the full business plan for review in Module 9.

Assessment:

- Submission of a completed business plan.
 - Presentation of the business plan to peers and instructors for evaluation.
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Outcome:

By the end of this course, participants will have a fully developed business plan tailored to their specific business needs, ready to present to investors, lenders, or partners.

