

OVERVIEW OF READY 4 FINANCE: BUSINESS PLAN_ALL MODULES

Average Time	Module	Objective	Notes
2 h 15 min	1. Introduction to Business Planning	<ul style="list-style-type: none"> Understand what Business Plans are for, why you need to write one Discuss essential elements of a good business plan Understand difference between a business vs. a Project Identify common Pitfalls in business plans 	
45 min	Optional exercise: Elements of a Business Plan_HeroRATS	<ul style="list-style-type: none"> Learn how to identify main elements in a Business Plan, layer by layer 	Fun case study to break the ice
1 hour	2. Essential Tools for Business Planning	<ul style="list-style-type: none"> Become familiar with some tools for business planning (PEST, SWOT, Porters 5 Forces) Practice using tools to analyze an SME Understand why strategic Planning and Financial Forecasting is important 	Do this module before you do module 6. For existing enterprises, you can leave out many exercises, as they will analyze their own SME in module 6.
1 h 15 min	3.Mission and Strategy Statements	<ul style="list-style-type: none"> Practice writing mission and strategy statements 	
1 h 15 min	4.Business model and value proposition	<ul style="list-style-type: none"> Learn how to describe your business, business model and value proposition 	
1 h 15 min	5. Product/Services	<ul style="list-style-type: none"> Understand what you should highlight when describing your product/service Choose your market position 	Exercise of starting holiday resort nice ice-breaker
2 hours	6. Market Structure and Analysis	<ul style="list-style-type: none"> Practice using tools to analyze your business and market Understand the forces impacting on your company and how you can influence them Identify your strong and weak points Identify your competitive advantage 	Do module 2 first. Regarding this section, you can have them do exercises during module, or alternatively give them homework, e.g.: build a survey for their market research, or go and interview their target market.
9 h 45 min	Total of module 1-6		

Average Time	Module	Objective	Notes
45 min	7. Marketing and distribution	<ul style="list-style-type: none"> Identify the marketing issues for your business Help you think about which type of marketing strategy to follow 	
45 min	8. Managing human resources	<ul style="list-style-type: none"> Review importance of delegating Make most of available resources Best practices for encouraging staff to take responsibility Identify key management roles in your company 	
1 h 15 min	9. Production and operations	<ul style="list-style-type: none"> Tips for describing your production process Review operations involved in your business 	
1 hour	10. Supply Chain and Price Breakdown	<ul style="list-style-type: none"> Look at your business in the wider value chain Understand the cost levels in the value chain 	
1 hour	11. Risk mitigation	<ul style="list-style-type: none"> Produce an overview of your risks based on earlier SWOT analysis Understand how to deal with those risks 	Required BP2-Tools for Business Planning (or at least the SWOT part of that module)
2 hours	12. Sales Forecasting	<ul style="list-style-type: none"> Discuss factors which influence sales Review benefits of making sales forecasts Practice making a simple sales forecast 	
45 min	13. Investment plan	<ul style="list-style-type: none"> Start thinking about putting together an investment plan 	
45 min	14. Executive summary	<ul style="list-style-type: none"> To write an ES so that an outsider can understand the business from a high level To write an ES so that an investor can make a decision on reading further based on ES 	
8 h 15 min	Total of module 7-14		
18 hours	Total of module 1-14		

Note to trainer: Total training time for Business Plan modules is approximately 18 hours. Actual training time will depend on level of students, and if they have already written their business plans or will be writing them for the first time. This training allows for some writing time during the training. If this is not necessary, then you can instead spend more time on the market analysis part or discussing other areas where the participants need work. Note that for a very beginner group, this training may take up to 3 days.