

M01 - Business Planning for Small Enterprises

Management & Professional Development Skills Courses (3 CPD Hours)



This course gives participants a good understanding of the business planning process. All business owner/managers should have a strategy for their business over the next 3 to 5 years, this course will provide the basic knowledge needed to put that strategy in place.

The table of contents for this course is the following:

The basics of business planning

- What is a business plan?
- The importance of the business plan
- Why prepare a business plan?

Structure of a business plan

- Structure
- Guide to the structure of a business plan PDF document

Key parts of the business plan

- Mission
- Business objectives 1
- Business objectives 2
- Mission and objectives - worksheet PDF document Unique Selling Point (USP)
- Reading - Unique selling point (81K) PDF document USP - worksheet PDF document

SWOT Analysis

- What is SWOT?
- External Analysis 1
- External Analysis 2
- Internal Analysis
- The SWOT Matrix
- SWOT - worksheet PDF document

Market analysis

- Define your target market
- Value your target market
- Define your product/service position relative to competition

Marketing strategy (The marketing mix)

- The marketing mix
- Your product or service
- Pricing and Promotion
- Place (Distribution)

Financial information

- Description
- Trading profit and loss account
- Format of trading profit and loss account
- Balance sheet
- Format of a balance sheet
- Cashflow management
- Cashflow forecast
- Format of cashflow forecast
- Format of cashflow forecast - expanded

Writing and presenting your plan

- Guidelines on writing the plan
- Guidelines on writing the plan - part 2
- Presenting your plan
- Assessing your plan
- Assessing your plan - checklist PDF document

Business Plan - the key questions

- The key questions explained
- The key questions explained - PPT PDF document

From the course you can download relevant notes and documents for your own use, you can also link to other relevant websites and resources.

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About the author:


Dr. John Wall is Head of School for Education and Professional Development in a leading Irish Third Level Institution. He has vast experience in designing and delivering courses in business related subjects. John also has a particular interest in the delivery of continuing professional development through an elearning platform and has recently completed his doctoral thesis in this area.


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Course quick links

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Course cost: €99.00

Format: On-line

CPD Hours: 3 hours

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