

Business Plan Development Programme (3 DAYS)

Unit Standards 117241 NQF level-4, 5-credits

Course Outcome

This course will enable you to: Develop a business plan for a small business

- Introduction to entrepreneurial businesses
- Discussion points of entrepreneurial businesses:
- Beliefs and principles questionnaire
- Industry analysis questionnaire
- The link between profit and sales
- Personal selling techniques
- More selling tips
- Learner activity – Selling skills and profitability
- More about the business plan
- Suggested standard outline for a business plan
- What makes a good business plan?
- Keys to better business plans
- Breakeven analysis as a tool to determine profitability
- Learner activity – Credit application
- Application for Credit
- **Financial statements**
- Example of typical income statement - Jumpin' Jack
- Sole proprietorship
- The Partnership
- The close corporation (cc)
- Co-operative
- Proprietary Limited Company
- Incorporated (Inc.) Company
- Learner activity – Type of business
- How to develop a practical marketing plan
- Major elements of a marketing plan
- Three elements of marketing analysis
- Marketing strategy
- Advertising media

Catering Services

- Cash Flow Projections - Jumpin' Jack Catering Services
- Different types of businesses
- Examples of different types of businesses
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