

# BUSINESS PLAN



## EDUCATION GOALS

- Understand what a Business Plan is and who it is intended for
- Prepare the financial section of your Business Plan
- Sell and defend your project

## WORD FROM THE AUTHOR – Franck NCIOLAS

*« You have come up with an innovative, new idea that you think is going to revolutionise the market? You want to bring your project to life by creating your own company?*

*Well, hold onto your seat, we're ready to begin our business creation adventure, starting with preparing your Business Plan! »*

Level

**Initiation**

**Intermediate**

**5**  
Modules

**3 H**



### M91 – INTRODUCTION AND PRE-ASSESSMENT

#### Objectives education

- Understand the challenges of preparing a Business Plan
- Assess your level before the course

#### Word from the author

*« This training course will answer all of your Business Plan questions: What is a Business Plan? Why prepare one? For whom? What is the goal? Are there tricks to learn and, more importantly, pitfalls to avoid?*

*I have designed this training course to give you all of the charts needed to locate you, guide you, and lead you safely to harbour in the Business Plan adventure! »*

#### Chapters

- Introduction

#### Quiz

- Pre-assessment

### M92 – INTRODUCTION TO BUSINESS PLANS

#### Objectives education

- Know what a Business Plan is
- Recognise the key questions that the Business Plan should answer
- Know who should prepare the Business Plan and when
- Be aware of users' expectations regarding the Business Plan

#### Word from the author

*« I designed this introductory Business Plan module to help people wanting to create or take over a business to prepare a Business Plan.*

*We are going to provide some answers to the most commonly asked questions that need to be addressed in the Business Plan.*

*We need to understand the role of a Business Plan, and the challenges and expectations behind it. »*

#### Chapters

- The Business Plan: what is it?
- The Business Plan: Who prepares it? Who is it for? When?

#### Quiz

## M93 – DRAFTING A BUSINESS PLAN

### Objectives education

- Recognise the different sections making up a Business Plan
- Find out all there is to know about preparing a Business Plan: from the golden rules to the pitfalls to be avoided
- How to sell and defend a Business Plan

### Word from the author

*« Preparing a Business Plan is a crucial exercise that all future entrepreneurs need to undertake. Defending your Business Plan is a key factor in ensuring the success of your entrepreneurial project. So it is vital to know who is "hiding" behind the preparation and the defence of a Business Plan. »*

### Chapters

- Presenting and preparing a Business Plan
- Business Plans: sell and defend a BP!

### Quiz

## M94 – BUILDING A BUSINESS PLAN

### Objectives education

- Know what is included in the textual part of the Business Plan
- Know what is included in the financial part of the Business Plan
- Be able to prepare the textual and financial sections of a Business Plan

### Word from the author

*« A Business Plan has two distinct parts: one textual and the other financial. Each of these parts has its own rules, which we will examine in this training course. It is crucial that you get to know and understand these two interrelated parts. »*

### Chapters

- Business Plan: preparing the textual part
- Business Plan: preparing the financial part

### Quiz

# M95 – FINAL ASSESSMENT

## Objectives education

- Know what is included in the textual part of the Business Plan
- Know what is included in the financial part of the Business Plan
- Be able to prepare the textual and financial sections of a Business Plan

## Word from the author

*« I designed this final assessment for you to gauge how much you understand about preparing a Business Plan.*

*If you scored less than 50%, I suggest that you go back over the chapters that you didn't understand.*

*»*

## Quiz

- Final assessment