



## ENTERPRISE PLANNING COURSE

### **Delivery**

This is a modular course comprising 1 to 2-hour workshop sessions and individual surgery sessions, typically held over 5 weeks. We are flexible with the timings of the workshops and surgery sessions to suit local needs. There are Eight modules which can be delivered as complete workshops or elements can be taken from each. The whole program can be delivered over a 4 to 8-week period to give attendees the chance to compile a business plan as the course unfolds. The modules cover the following areas:

### **Module One – Strategic Planning**

Vision

Principal stakeholders – skills evaluation, survival income needs

Choosing the correct trading status including social enterprise options

Getting the right premises and the implications of homeworking

Assessing probable overheads – understanding direct & indirect costs

Calculating a minimum selling price and achieving breakeven

Demonstrating an understanding of your market

### **Module Two – Understanding Customers and Competition**

Introduction to marketing techniques and terminology

Methods of market research – primary and secondary data

Designing and carrying out a market research survey

Identifying a market segment and Profiling customers

Analysing the competition – identifying opportunity and threats

### **Module Three – Income Generation Plan**

Achieving the right image

Strategies to ensure you make the most of your advertising budget

Evaluating and choosing an appropriate advertising strategy

Promoting on the internet – considerations for your website

Social media and Search engine optimisation

Analysing campaigns – cost to benefit analysis

Compiling a sales forecast

### **Module Four – Selling and Networking**

Developing a communication plan

The basic skills of successful selling

Devising a successful sales strategy – combining with advertising plan

Generating leads & preparing for a successful appointment

Effective networking

Developing a sales team

Sales and the law



## ENTERPRISE PLANNING COURSE

### **Module Five – Financial Controls and managing operating budgets.**

Understanding budgets and forecasts  
How to prepare a budget  
Basics of Cash Flow Management  
Understanding cash flow and how to manage it  
Understanding petty cash and how to handle it  
Preparing Cash Flow Projections and Forecasts

### **Module Six - Financial Analysis and Reporting**

Interpreting Financial Statements  
Beginner's Guide to Financial Statements  
The Busy Person's Guide to Essential Finance Reports  
Financial Planning and Analysis -- Key Project/investment evaluation methods  
Breakeven analysis in depth  
Payback method  
Discounted cash flows

### **Module Seven – Managing Risks and Issues**

Key difference between risks and issues  
Understanding types of risk  
Developing a risk strategy  
Risk Management Health check  
Effective tools and techniques for resolving issues.  
Avoiding common mistakes

#### **Location**

This course can be delivered at our offices in Chichester or at venues across the UK. It is also available online

#### **Pricing**

As this is a modular program prices depend on how much of the course is required. It can be taken at different times to suit your own personal timescales. Individual prices for this course are as low as £75 per module per person, including all materials and support.

#### **Booking**

For details of dates for individual bookings or availability and costings for group bookings.

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