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## COURSE OUTLINE

### Business Planning

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This half day workshop is designed for business owners and managers who are new to creating business plans.

A good plan is one that you can use so we won't be spending time on wishy washy paperwork that looks good but doesn't help your business grow and succeed.

We will be concentrating on down to earth practical tips to give your business a real jump start.

What do you really need I a business plan?

- What to do with a SWOT analysis – it is actually useful!
- Market research – some tips to make it easier
- Beware of Google research – the traps and pitfalls of secondary research
- Building your brand a cost effective way
- Basics of costing and pricing and cashflow forecasting
- What can go wrong – what you can do something about and what you can't
- How to make it happen

**Whether your business is brand new or whether you want to take an existing business to the next level this workshop is for you.**

#### COURSE PRESENTER

Frances Denz is a serial entrepreneur having owned several small and medium sized businesses.

She brings practical know-how and demystifies the processes of building a business

Frances has taught over 4000 business people how to write and implement their plan.

#### PRICE

\$265 (+ GST)

This includes refreshments and all course material.

#### DURATION

On Tuesday October 25<sup>th</sup>  
8.30 – 12 noon

#### VENUE

Stellaris Management Centre  
6 Courtney Road  
Gate Pa  
Tauranga

#### WHO SHOULD ATTEND

This course is designed for business owners or managers who want to create their own business plan for success