

**HOW TO WRITE A BUSINESS PLAN**

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| **Duration** | **1 day** |
| **Date(s)** | **18th October 2018 (Thursday)** |
| **Time:** | **9.30am – 4.30pm** |
| **Location** | **Enterprise House, O’ Brien Road, Carlow** |
| **Fee** | **Free of Charge** |
| **Trainer** | **Chabren Services Limited** |

**Course Overview:**

The purpose of the “How to Write a Business Plan” programme is to help participants to develop their business planning skills to ensure they develop a proper supported roadmap for their business. It is widely acknowledged that many people put a lot of time and effort into their business plans. What happens when it’s done? Think of your business plan as a living document and refer to it and review if often. How your plan can become a key business tool. Training will include detailed exercises and examples.

**Course Objective:**

The objective of the course, ‘How to Write a Business Plan” is for clients to gain the necessary skills and knowledge to develop and write a professional business plan. Clients will be encouraged to take ownership of the plan from the very start of the process.

**Course Content:**

**The following content will be covered:**

* The promoter
* The project
* Markets and marketing strategy
* Finance
* Conclusion
* Utilisation of a template business plan

Importance of attention to detail and writing correctly