

COURSE TITLE	BUSINESS PLANNING
COURSE AIM	Business planning is an important factor to minimize the risk of failure and to maximize on success. This course helps the participant to assess the viability of the business idea and to achieve skills in writing one's own Business Plan.
COURSE CONTENTS	<ol style="list-style-type: none"> 1. Aims of the business plan. 2. The business plan as a business tool. 3. Business needs analysis 4. The planning process 5. Business plan structure 6. Executive summary 7. Project outline 8. Ownership, management and employment 9. Market and marketing strategy 10. The product/service 11. Financials 12. Funding proposal 13. Detailed projections 14. Developing your own business plan
DURATION	60 hours
SCHEDULE	Twice a week, 5.30pm to 8.30pm.
VENUE	At the ETC Training Complex in Hal Far.
INTENDED FOR	Ideally for prospective entrepreneurs and for entrepreneurs who are in the process to expand their business. Participants need to be literate.



Operational Programme II – Cohesion Policy 2007-2013
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FEE	Nil
CERTIFICATION	The Institute will award Certificates to candidates who pass a final examination set by the Institute.



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