



## **THE ROADMAP TO SUCCESSFULLY STARTING YOUR OWN BUSINESS**

This 1-day fully interactive and practical training workshop will teach participants how to properly plan and prepare for a new business venture from concept to launch.

### **WHO SHOULD ATTEND?**

Targeted specifically at individuals who are about to embark upon starting their own businesses, this course is ideally suited to prospective business owners from any background. It paints a very clear picture of entrepreneurship and how to be an entrepreneur.

### **YOU WILL LEARN HOW TO:**

- Analyse a business idea and ascertain its viability
- Conduct a SWOT Analysis
- Compile a comprehensive Business Plan from start to finish
- Compile a Marketing Plan
- Compile a realistic Financial Plan
- Raise Capital
- Launch your business successfully!

### **TOPICS COVERED INCLUDE:**

Entrepreneurship • Business Planning • The Marketing Plan • Financial Planning • Conducting The Research • SWOT Analysis • Raising Capital • Launching the Business • Tools and Resources •

### **STUDY AREA 1 – INTRODUCTION TO ENTREPRENEURSHIP**

This section covers the basics of entrepreneurship. Delegates are introduced to the real meaning of being an entrepreneur, the advantages and disadvantages of being an entrepreneur, entrepreneurship Vs employment and what it takes to be an entrepreneur. This section also details the pros and cons of various forms of business ownership available in South Africa.

### **STUDY AREA 2 – BUSINESS PLANNING**

This section covers the fundamentals of business planning. It answers questions like what a business plan is, what a business plan is used for, why a business plan is so important, who compiles a business plan and how to compile it. The module also gives hints on other issues to always be mindful of when compiling a business plan.

### **STUDY AREA 3 – THE MARKETING PLAN**

This section points out the importance of investing time, effort and money on planning for marketing your business. The module also explains the pillars of marketing planning, those being:

- Market Research,
- Industry Analysis,
- Market Analysis,
- The Sales and Marketing Strategy

The section also focuses on a step-by-step process on compiling a marketing plan for your business.

### **STUDY AREA 4 – THE FINANCIAL PLAN**

This section emphasises the importance of financial planning for your business and also highlights probabilities that may go wrong in the absence of a proper financial planning strategy. Delegates are given the structure of a solid financial plan, including the Cash Flow Statement, Balance Sheet and Income Statement in order to determine a realistic Profit and Loss.

### **STUDY AREA 5 – THE SWOT ANALYSIS**

This section focuses on the identification of the businesses Strengths, Weaknesses, Opportunities and Threats. It also covers methods of turning weaknesses and threats facing your business to strengths and opportunities.

### **STUDY AREA 6 - RAISING CAPITAL**

This section entails finding the correct finance structure for commencing a business, i.e. the different types of finance structures available; the pros and cons of each of these finance structures and assists the prospective business owner with deciding on which option would best suit their business.

The section also includes the ongoing business support that is necessary to keep the business afloat and contains the contact details of various financing and business supporting institutions that prospective business owners can approach for funding and/or business loans.

### **STUDY AREA 7 - LAUNCHING THE BUSINESS**

This section informs you as a business owner on methods of informing prospective clients of your existence as a business and how to lure them to your services. It includes a very detailed step-by-step guide on what to do, what not to do and what to be careful of when launching your business.

**Contact The Business School of South Africa for a customized proposal to suit your needs!**



**[www.businessschool.co.za](http://www.businessschool.co.za)**  
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