

MODULE 2

BUSINESS PLANNING

The purpose of this module is to provide you with the knowledge and skills to be able to describe the concept, purpose and the essential elements in the development of your business plan.

Learning Outcomes...

1. Specify business goals and objectives for your proposed business venture.
2. Identify methods of investigating business opportunities in line with personal and business interests and values.
3. Explain the essential elements of a business plan and prepare a format for your individual business planning process.
4. Formulate the business plan.
5. Apply the business plan.

KEY CONCEPTS

- Business planning process
- Goals and objectives
- Sources of information
- Importance of business planning
- Types of planning
- NEIS Business Plan structure
- Business Plan presentation
- Benchmarking