

CPD Course in Business Planning

Open Learning Programme Information

<p style="text-align: center;">Programme Information</p>	<p>Course Outline</p>	<p>Module A: Planning to succeed</p> <ul style="list-style-type: none">• Personal profiling & self-assessment• Evaluating your business idea• Writing a business plan• Business structures• Basic accounting requirements <p>Module B: Market Research</p> <ul style="list-style-type: none">• Types of Research• Survey methods• Questionnaires• Secondary research• Market research analysis <p>Module C: Effective Marketing</p> <ul style="list-style-type: none">• The marketing cycle• Marketing plans• The cost per sale formula• Target customers• Business generation• The Marketing mix• Product life cycles <p>Module D: Finance</p> <ul style="list-style-type: none">• Financial planning & control• A personal survival budget• Start up budget• The meaning of profit• Direct and fixed costs• Break even analysis• Costing & pricing• Sales forecasting and adjustments• Cash flow forecasting• Profit & loss forecasting• Capital requirements
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