



# Business Plan



**(30 Hrs. for 5 Days)**



## Introduction

Explore international business ideas, perspective, and goals. Understand the possibility to set up business and organizational strategic planning by using key management in the business aspect. Learn the fundamentals of business planning with an emphasis on current business models and positioning for future trends. Study and develop management skills for particularly manager level in order to achieve organizational targets.

## Program Objectives

By the end of the course, participants will be able to:

1. Analyze the context of organizations by using the SWOT analysis
2. Apply logical and creative thinking approaches to set business goals
3. Think creatively action plans for teamwork
4. Design workflow processes for business
5. Manage profit and loss statement
6. Present business plan effectively and efficiency

## Program Outline

- SWOT and TOWS analysis  
Analyse the context of organizations by using the SWOT model, key success factors of business, STEPG Model, 5M's and 4P's in business and marketing.
- Business goal setting  
Business Planning, Cultural and Organizational management, Vision, Mission, Core Value, and strategic objectives setting.
- Organization strategic management  
Participatory strategic management, Balanced scorecard and key performance indicators implementation and evaluation. Cooperate, business and functional strategic planning.
- Marketing plan and business action plan  
Business model and positioning. Setting up marketing budget year plan. Developing an appropriate operational action plan. Following up and assessment system setting.
- Service and Manufacturing design  
Design efficient work flow processes. Auditing and evaluating in process system setting.
- Profit and loss statement  
Financial management, Cost controlling and return on investment.
- Business plan presentation  
Business plan presenting effectively and efficiently. Work shop on preparation and practice presentation.
- Study Visits  
Visit interesting government and private organizations in Thailand.



# INTERNATIONAL INSTITUTE FOR SKILL DEVELOPMENT

DEPARTMENT OF SKILL DEVELOPMENT    MINISTRY OF LABOUR    THAILAND

| Part         | Contents  | Theory    | Practice  |
|--------------|---|-----------|-----------|
| 1            | ▪ SWOT and TOWS analysis  | 1.5       |           |
|              | ▪ STEPG Model   |           |           |
|              | ▪ Key success factors of business                                       |           |           |
|              | ▪ 5 M's and 4P's in Business and Management                             |           |           |
|              | ▪ WORKSHOP  |           | 1.5       |
| 2            | ▪ Business goal setting   | 1.5       |           |
|              | ▪ Cultural and Organisational management                                |           |           |
|              | ▪ Vision, Mission, Core Value, and strategic objectives setting.        |           |           |
|              | ▪ WORKSHOP  |           | 1.5       |
| 3            | ▪ Organisational strategic management                                   | 1.5       |           |
|              | ▪ Cooperate, business and functional strategic planning                 |           |           |
|              | ▪ Balanced scorecard and key performance indicators                     |           |           |
|              | ▪ Strategy Map  |           |           |
|              | ▪ WORKSHOP  |           | 1.5       |
| 4            | ▪ Marketing plan and business action plan                               | 1.5       |           |
|              | ▪ Setting up marketing budget year plan                                 |           |           |
|              | ▪ Action plan following up and assessment system setting.               |           |           |
|              | ▪ WORKSHOP  |           | 1.5       |
| 5            | ▪ Service and Manufacturing design                                      | 1.5       |           |
|              | ▪ Design efficient work flow processes                                  |           |           |
|              | ▪ Auditing and evaluating in process system setting                     |           |           |
|              | ▪ WORKSHOP  |           | 1.5       |
| 6            | ▪ Profit and loss statement   | 1.5       |           |
|              | ▪ Return on investment  |           |           |
|              | ▪ WORKSHOP  |           | 1.5       |
| 7            | ▪ Site Visit  | 2         | 4         |
| 8            | ▪ Business plan presentation  | 2         |           |
|              | ▪ Work shop on preparation and practice for business plan presentation. |           | 4         |
| <b>Total</b> |   | <b>13</b> | <b>17</b> |
|              |   | <b>30</b> |           |



## Learning Outcomes

- The ability to identify and develop commercially viable ideas and opportunities
- The ability to undertake and critically evaluate market research
- Understanding the importance of managing relationships and the ability to develop effective relationships while working in a team environment
- Understanding of the inter-dependence of business partnerships and alliances with suppliers, distributors, customers and the broader community
- Understanding concepts relating to break-even and the ability to compile financial statements required in evaluating business opportunities
- Understanding the underlying principles of managing risk
- Understanding the importance of continuing to research, develop and commercialize innovation for the sustainable growth of a business in its industry and community context
- Understanding the need, and the ability to protect intellectual property
- Understanding the need for, and the ability to develop and implement socially aware, responsible plans that focus on the triple bottom line and sustainability
- Appreciation of, and skills in making an effective verbal presentation of a business proposal

## Training Methodology

This training course uses a rich mixture of practical exercises, case-studies, questionnaires, syndicate and group work and video/DVD examples. Participants will be asked to reflect on and to discuss their own professional issues and experience. Delegates will be encouraged to ask questions as the training progresses relevant to their own backgrounds and company requirements. The training course will culminate in a group exercise in which delegates will have an opportunity to apply what has been covered in the course.

**Number of Participants.** 20 persons/group.

## Participants Criteria

- The participants should have at least 1 years work experience as head, instructor or teacher
- As head, instructor or teacher from government and private sector.
- Any gender.
- Age at least 20 years old.
- Be able to communicate in English.
- Be in good health. Pregnancy is regarded as a disqualifying condition for participation in the course
- Passport must be valid for at least 6 months.



## **Invited Country**

Cambodia, Laos PDR., Myanmar, Vietnam, Yunnan of China

## **Venue**

International Institute for Skill Development, Chiang Saen District, Chiang Rai province, Thailand.

Training Course Design by

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