

Training Title

BUSINESS PLANNING & GROWTH STRATEGIES

Training Duration

5 days

Training Venue and Dates

Business Planning & Growth Strategies	5	15th to 19th June 2025	\$5,500	Cairo, Egypt.
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Training will be conducted in any of the 4 or 5 star hotels.

Training Fees

- **5,500 US\$ per participant for Public Training includes Materials/Handouts, tea/coffee breaks, refreshments & Lunch.**

Training Certificate

Prolific Consultants FZE Certificate of Course Completion will be issued to all attendees.

COURSE OVERVIEW

Successful organisations in today's business landscape don't just battle competitors; they carve out uncontested market spaces. This course is tailored to equip participants with the necessary tools and methodologies to effectively develop, execute, and oversee strategic growth plans. Attendees will gain a roadmap for crafting impactful business strategies and will be empowered with the means to strategically align their processes and personnel to achieve strategic objectives in a volatile and ever-evolving business arena. Additionally, the course delves into the factors influencing profitability and constraints faced by industries as they vie for market share within established markets.

COURSE OBJECTIVES:

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

- **Formulate comprehensive strategies**
- **Recognise and manage risks**
- **Strategise for uncertainty**
- **Draft and articulate a business plan**
- **Recognise and assess opportunities**
- **Generate business forecasts**
- **Establish a framework for planning**
- **Thoroughly evaluate profitability**
- **Innovate pricing models.**

SUITABLE FOR:

This hands-on course is specifically crafted for Senior Managers, Marketing Professionals, Board Executives, and Directors actively engaged in business planning. It also caters to those involved in the analysis of novel marketing strategies and approaches.

TRAINING METHODOLOGY:

A highly interactive combination of lectures and discussion sessions will be managed to maximize the amount and quality of information and knowledge transfer. The sessions will start by raising the most relevant questions, and motivate everybody find the right answers. You will also be encouraged to raise your own questions and to share in the development of the right answers using your own analysis and experiences. Tests of multiple-choice type will be made available on daily basis to examine the effectiveness of delivering the course. Very useful Course Materials will be given.

COURSE OUTLINE :-

DAY 1

Structured Business Planning Process

- *Various planning methodologies and approaches*
- *Distinguishing strategic thinking from strategic planning*
- *Evaluation of formal planning system pros and cons*
- *Interactive presentation of strategic business plans: 'elevator pitch,' road maps*

DAY 2

Alignment of people, processes, and strategy

- *Navigating the dynamics of a VUCA World*
- *Significance of Customer Experience*
- *Analysis of internal process efficiency, technologies, and tools*
- *Establishment of organisational structures to support business plans*
- *Assessment of internal team capabilities for future readiness*
- *Defining strategic direction and key priorities*

DAY 3

Defining strategic direction and key priorities

- *Comparing organic growth with mergers and acquisitions*
- *Strategies for integration and specialisation: benchmarking and control*
- *Forecasting future profitability and Mega Trends*
- *Utilisation of forecasting tools and techniques*
- *Impact assessment of disruptive innovation and contingency planning*
- *Continuous enhancement of business operations*

DAY 4

Identification, evaluation, and management of emerging risks

- *Scenario planning*
- *Principles of agile organisations*
- *Process evaluation and growth monitoring*
- *Adaptation of business processes for ongoing quality improvement*

DAY 5

Creation of new market spaces and growth strategies

- *Development and execution of new market strategies*
- *Expansion of existing industry boundaries*
- *Identification of profit opportunities in new markets*
- *Maximisation of opportunities in new markets using the 7Ps of marketing*

Case Studies, Last Day Review, Discussions & Pre & Post Assessments will be carried out.

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