

TITLE OF THE SESSION	
PART 4: BUSINESS PLANNING	
Event number	4.4. Creating a business plan
What are we going to do today	<ul style="list-style-type: none"> <li>• Presentation of the theoretical part &amp; Reflection on the theory <b>(20min)</b></li> <li>• Reflection on the theoretical part <b>(20min)</b></li> <li>• Activity 1: Analyze your business idea <b>(90min)</b></li> <li>• Break <b>(15min)</b></li> <li>• Activity 2: Create your own business plan! <b>(200min)</b></li> <li>• Questions and evaluation session <b>(15min)</b></li> </ul>
Overall description	<p>During this final session you will have the opportunity to create your own complete business plan. It is the session which will combine all the knowledge gained so far and will give you the chance to leave with a complete package ready to use it for creating business. More specifically, you will review the following:</p> <ul style="list-style-type: none"> <li>• The Executive Summary of a Business Plan</li> <li>• What to Include in a Business Plan</li> <li>• What to Avoid in a Business Plan</li> <li>• Tips for Preparing a Business Plan</li> </ul>
Key learning points	<p>You will:</p> <ul style="list-style-type: none"> <li>• Determine the key elements of a business plan.</li> <li>• Create an executive summary of your business plan, so that their readers can understand from it the business plan as a whole.</li> <li>• Prepare a sustainable business plan, with a solid marketing and financial plan.</li> </ul>
What will you prepare during this session	<ul style="list-style-type: none"> <li>• SWOT Analysis</li> <li>• Complete Business Plan</li> </ul>
To do list AFTER this session	n/a
Additional comments and instructions	n/a

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