

Connecting you to Opportunities and Success.



Business Planning

Module Objectives and Learning Outcomes

- ✓ Know how to structure a business plan formally
- ✓ Know the benefits of, and reasons for having a business plan
- ✓ Have a better understanding of required business plan content and how to present this clearly
- ✓ Understand the importance of research and gathering feedback in developing a robust business plan
- ✓ Be able to consider your brand, values and customer benefits and evidence this
- ✓ Understand the importance of business aims, objectives and how to set and measure these to improve success
- ✓ Feel more confident in understanding risks in your business, and how to reduce or mitigate these
- ✓ Be able to express what the business hopes to achieve

LearningPlus Enterprise

Unlock your potential with **Learning Plus**, our flexible remote access platform designed to support your entrepreneurial journey. Whether you're starting a new venture, scaling up, or simply refining your business skills, Learning Plus offers:

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