

Business Plan Course 6 Modules conducted online

Topics with a brief description of what we will be covering in the course

Unique Value Proposition

- Clearly defining what sets the business apart is critical to attracting customers and standing out in the market.

Target Market & Customer Profile

- Understanding the target audience helps tailor products, services, and marketing strategies to meet their needs.

Competitive Analysis

- Assessing competitors ensures the business can identify gaps, opportunities, and competitive advantages.

Legal Entity Selection

- Choosing the right legal structure impacts liability, and operational flexibility.

Pricing Strategy

- Setting prices that reflect value while remaining competitive is vital for profitability.

Branding & Positioning Strategy

- A strong brand identity and clear positioning build customer trust and loyalty.

Sales Funnel & Customer Acquisition Plan

- Developing an effective sales approach ensures steady customer growth.

Funding Options & Investor Pitching

- Identifying funding sources and crafting a compelling pitch is essential for securing necessary capital.



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