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BUSINESS PLANNING FOR ENTREPRENEURS

Start Date:	03/01/2027	End Date:	07/01/2027
Categories:	Management	Venues:	Kuwait
Formats:	In Person	Instructors:	

OVERVIEW

This practical course guides aspiring entrepreneurs and business owners in creating strong, actionable business plans. Participants will define their value proposition, map financials, assess risks, and position their ventures for funding or growth.

OBJECTIVES

By the end of this course, participants will be able to: – Articulate a compelling business concept and vision. – Conduct basic market research and competitor analysis. – Develop revenue models, cost structures, and financial projections. – Outline marketing and go-to-market strategies. – Prepare a full business plan and investor-ready pitch deck.

COURSE OUTLINE

1- Business Idea Validation and Vision Crafting 2- Market Research, Segmentation, and Competitive Analysis 3- Financial Planning: Revenue, Costs, and Cash Flow 4- Marketing, Branding, and GTM Strategy 5- Business Plan Creation and Pitching

TARGET AUDIENCE

All Supervisory Levels, Aspiring entrepreneurs, SME owners, freelancers, and individuals launching new products or ventures.

METHODOLOGY

Business model canvas workshops, pitch practice, financial planning templates, and peer feedback.

CONCLUSION

Participants will complete the course with a refined business plan and the tools needed to launch or grow their venture with confidence.

DAILY AGENDA

Day 1: From Idea to Concept

Clarify your vision, define the problem you solve, and identify your target customer.

Day 2: Market Research & Analysis

Explore methods to evaluate market demand and benchmark competitors.

Day 3: Numbers that Matter

Model basic financials including break-even, pricing, and cash needs.

Day 4: Marketing and Sales Planning

Draft a simple GTM plan with messaging and channel strategies.

Day 5: Pitching and Presenting the Plan

Present your plan, receive peer and instructor feedback, and finalize next steps.

For more information, please contact us:

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