Create a Business Plan

1. Overview

This programme aims to equip participants with the essential knowledge and practical skills required to produce comprehensive business plans, including financial, operational, and marketing components, for new ventures. Participants will also gain the ability to apply costing and pricing principles to ensure the financial viability and profitability of their business ideas. The programme addresses common economic and administrative challenges that hinder entrepreneurs from starting and sustaining successful ventures.

2. Programme Outcomes:

- Identify, gather, and analyse relevant information to compile a comprehensive business plan
- Formulate an ethical framework for operational and financial planning within a new venture
- Establish and prioritise business, financial, and operational goals and objectives
- Design and present a professional business, financial, and/or marketing plan based on a set budget
- Explain the criteria for setting a pricing policy for a new venture
- Analyse internal and external factors affecting pricing decisions
- Demonstrate an understanding of the relationship between costs, revenue, and profits in a business context
- Apply costing and pricing principles to determine profit margins and assess business viability

Qualification:	Certificate of Completion
Duration:	3-Months
Programme Type:	Category B – Workplace-Based Learning Programme
&Programme ID:	PA0961
SAQA US:	114592 & 263455
NQF Level:	4
Credits:	14
Entry Requirements:	Communication & Mathematical Literacy at NQF 3
Training Options:	**Online** - Each participant will receive access to an online portal, where all programme materials and resources are available. Training is delivered fully online, and participants will join scheduled Microsoft Teams sessions facilitated by a trainer. This mode provides flexibility and allows learners to participate from any location. **Blended** - Blended learning combines both online and face-to-face training. Participants receive access to an online portal for online content, resources, and self-paced activities. They also attend scheduled in-person contact sessions with a facilitator, either at the client's premises or providers campus. This approach offers the flexibility of online learning with the added support of guided, interactive sessions.

Face-to-Face - Each participant will receive training resources, which contains all programme materials and resources. Training is delivered through onsite contact sessions, either at the client's premises or providers campus, where a facilitator conducts the sessions in a classroom environment.

Minimum Participants Required: (1) Online, (1) Blended & (1) Face-to-Face

3. Programme Content

- **(114592 US):** Produce business plans for a new venture
- **(263455 US):** Apply the principles of costing and pricing to a business venture

4. Topics

Module 1: Introduction to New Ventures

- Understanding entrepreneurship and small business development
- Characteristics of successful entrepreneurs
- Common challenges faced by new ventures
- Overview of business planning and its importance

Module 2: Market Research and Business Information

- Identifying business opportunities
- Conducting market research
- Gathering and analysing relevant business information
- Understanding target markets and competitors

Module 3: Business Plan Components

- Elements of a business plan
- Structuring and writing an effective business plan
- Setting clear business objectives and strategies
- Risk assessment and contingency planning

Module 4: Operational and Ethical Frameworks

- Developing operational plans for new ventures
- Formulating an ethical and governance framework
- Compliance with legal and regulatory requirements
- Sustainability and social responsibility in business

We trust that the above is in order and look forward to hearing from you for Implementation

Module 5: Financial Planning for a New Venture

- Understanding financial statements (income statement, balance sheet, cash flow)
- Budgeting and financial forecasting
- Capital requirements and funding options
- Establishing financial goals and performance indicators

Module 6: Principles of Costing and Pricing

- Understanding cost concepts (fixed, variable, direct, indirect)
- Costing methods and calculations
- Factors influencing pricing decisions (internal and external)
- Developing a pricing strategy and policy

Module 7: Profitability and Financial Analysis

- Relationship between costs, revenue, and profit
- Determining break-even points
- Calculating profit margins and return on investment
- Assessing financial viability of a new venture

Module 8: Compiling and Presenting the Business Plan

- Integrating business, financial, and marketing plans
- Preparing professional business plan presentations
- Pitching to investors and stakeholders
- Review and feedback on business plan drafts

5. Assessments

This programme includes a Portfolio of Evidence (POE) that must be submitted at the end of the programme. The POE include:

- **Knowledge Assessments:** To evaluate theoretical understanding.
- **Practical Assignments:** Hands-on tasks related to course topics.
- **Workplace Assignments and Logbook:** Application of skills in real-world settings.

Successful participants will receive a certificate of completion.

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6. Workplace-Based Learning Programme

This WLP is a fusion of academic learning and practical work. The learning is directly applied to the workplace by using client-based mentors and extensive workplace-based portfolio work and assignments. Apart from the obvious benefits of a workplace directed qualification, each WLP qualifies for recognition as a Category B Skills Programme in the Learning Matrix of the Amended BEE codes, which allows for the salaries of participants to be recognized as part of the Skills Development Expenditure.

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