

How to successfully Develop and Implement a Business Plan

Profitable growth of a business crucially depends among others on the right way of developing and implementing business plans. Fast-selling, expanding businesses require sound management strategies and matching internal implementation tools. In this coaching you will learn how to develop and implement these strategies and tools. For a balanced growth of your business, convincing financing concepts and the definition of new markets and sales potentials are essential. Modern strategies and strong communication tools will help you clearly define and propagate your goals, resulting in your contractual partners as well as your clients and employees trusting your guidelines and taking part in their implementation.

Focus:

Successfully develop and implement business plans
Finance strategies and tools
Internal communication strategies

Topics:

Targeted expansion: drawing up a business plan, analysing target groups, optimising sales, market research, implementation concepts
Funding: identifying appropriate financing and potential investors, mezzanine financing, capital market financing, finding and approaching investors
Valid communication: developing a concept and implementing professional communication strategies

Participants:

Business managers, strategy and portfolio corporate managers, owners with the intention of expanding

Investment:

CHF 2'500