

23.2.0 BUSINESS PLAN

23.2.01 Introduction

This module unit is designed to equip the trainee with knowledge, skills and attitudes to enable him/her prepare a business plan.

23.2.02 General Objectives

At the end of the module unit, the trainee should be able to:

- a) understand the background of intended business
- b) understand the market environment of a business
- c) understand organization and management plan
- d) appreciate the role of an operational plan
- e) prepare financial projections
- f) prepare a business plan

23.2.0 Module Unit Summary and Time Allocation

Business Plan

Code	Sub Unit Module	Content	Time Hrs
23.2.1	Introduction to Business Planning	<ul style="list-style-type: none">• Meaning of business plan• Purpose of a business plan• Features of a business plan• Guidelines for developing• An effective business plan	4
23.2.2	Business Description	<ul style="list-style-type: none">• Business name• Business location and address• Form of ownership• Type of business• Products/ services• Justification of the opportunity• The industry• Business goals and objectives• Entry and growth strategy• SWOT analysis	6
23.2.3	Marketing Plan	<ul style="list-style-type: none">• Customer identification• Competitor analysis• Market share• Promotion and advertising• Pricing strategy• Sales tactics• Sales target	6

		<ul style="list-style-type: none"> • Distribution strategy • Customer service 	
23.2.4	Organization and Management Plan	<ul style="list-style-type: none"> • Organization structure • Management team • Recruitment, training and promotion • Remuneration and incentives • Licenses, permits and other requirements • Supporting services 	6
23.2.5	Operational/ Production Plan	<ul style="list-style-type: none"> • Production facilities and capacity utilization • Production and operation strategy • Production process • Regulations affecting operations • Operational time table/production schedule 	6
23.2.6	Financial Plan	<ul style="list-style-type: none"> • Pre-operations cost • Working capital • Cash flow projections • Pro-forma income statements • Pro-forma balance sheets • Break even analysis • Profitability ratios • Desired financing • Proposed capitalization • Potential risks 	6
23.2.7	Presentation	<ul style="list-style-type: none"> • Business plan writing • Presentation of the business plan 	6
23.2.8	Emerging Trends	<ul style="list-style-type: none"> • Emerging issues in business planning • Strategies in dealing with emerging issues 	4
Total			44

23.2.1 INTRODUCTION

Theory

- 23.2.1T0 *Specific Objectives*
By the end of the sub-module unit, the trainee should be able to:
- explain the meaning of a business plan
 - explain the purposes of a business plan
 - identify the features of a business plan
 - describe guidelines for developing an effective business plan

Content

- 23.2.1T1 Meaning of a business plan
- 23.2.1T2 Purposes of a business plan
- 23.2.1T3 Features of a business plan
- 23.2.1T4 Guidelines for developing an effective business plan

Practice

- 23.2.1P0 *Specific Objectives*
By the end of the sub-module unit, the trainee should be able to:
- identify the features of a business plan
 - draw guidelines for developing an effective business plan

Content

- 23.2.1P1 Features of a business plan

- 23.2.1P2 Guidelines for developing an effective business plan

23.2.1C Competence

The trainee should have the ability to:

- Identify the features of a business plan
- Draw guidelines for developing an effective business plan

Suggested teaching/Learning Activities

- Discussion
- Question and answer
- Illustration
- Demonstration
- Note taking
- Observation
- Presentations

Suggested teaching/Learning Resources

- Sample business plan write-ups
- Text books

Suggested Evaluation Methods

- Oral tests
- Assignments
- Project

23.2.2 BUSINESS DESCRIPTION

Theory

- 23.2.2T0 *Specific Objectives*
By the end of the sub-module unit, the trainee should be able to:
- provide the business name

- b) describe business location and address
- c) discuss form of ownership
- d) explain the type of business
- e) describe the products offered
- f) discuss the justification of opportunity
- g) describe the industry
- h) explain the goals of business
- i) explain the entry and growth strategy
- j) discuss SWOT analysis

- c) list the type of business
- d) examine the products offered

Content

- 23.2.2.P1 create the business name
- 23.2.2.P2 Form of ownership
- 23.2.2.P3 Type of business
- 23.2.2.P4 Products offered

23.2.2C

Competence

The trainee should have the ability to:

- i) develop business names
- ii) analyse form of ownership
- iii) list the type of business
- iv) examine the products offered

Content

- 23.2.2T1 Provide the business name
- 23.2.2T2 Business location and address
- 23.2.2T3 Form of ownership
- 23.2.2T4 Type of business
- 23.2.2T5 Products offered
- 23.2.2T6 Justification of opportunity
- 23.2.2T7 The industry
- 23.2.2T8 The goals of business
- 23.2.2T9 Entry and growth strategy
- 23.2.2T10 SWOT analysis

Suggested teaching/Learning Activities

- Discussion
- Question and answer
- Illustration
- Demonstration
- Note taking
- Observation
- Presentations

Suggested teaching/Learning Resources

- Sample business plan write-ups
- Text books

Suggested Evaluation Methods

- Oral tests
- Assignments
- Project

Practice

- 27.3.2P0 *Specific Objectives*
By the end of the sub-module unit, the trainee should be able to:
 - a) develop business names
 - b) analyze form of ownership

23.2.3 MARKETING PLAN

Theory

- 23.2.3T0 *Specific Objectives*
By the end of the sub-module unit, the trainee should be able to:
- a) identify customers
 - b) describe the competitors
 - c) determine the market share
 - d) explain the methods of promotion and advertising
 - e) explain the pricing strategy
 - f) set sales target
 - g) describe the sales tactics
 - h) describe the distribution strategy
 - i) describe the customer service strategy

Content

- 23.2.3T1 Identification of customers
- 23.2.3T2 Competitors analysis
- 23.2.3T3 Determination the market share
- 23.2.3T4 Methods of promotion and advertising
- 23.2.3T5 Pricing strategy
- 23.2.3T6 Set sales target
- 23.2.3T7 Sales tactics
- 23.2.3T8 Distribution strategy
- 23.2.3T9 Customer service strategy

Practice

- 27.3P0 *Specific Objectives*
By the end of the sub-module unit, the trainee should be able to:

- a) identify potential customers
- b) identify the competitors
- c) determine the methods of promotion and advertising
- d) examine the factors to consider in pricing
- e) identify the sales tactics
- f) analyze the distribution strategy
- g) draw the customer service strategy

Content

- 23.2.3P1 Identification of customers
- 23.2.3P2 Competitors analysis
- 23.2.3P4 Methods of promotion and advertising
- 23.2.3P5 Pricing strategy
- 23.2.3P7 Sales tactics
- 23.2.3P8 Distribution strategy
- 23.2.3P9 Customer service strategy

23.2.3C Competence

- The trainee should have the ability to:
- i) Identify potential customers
 - ii) Identify the competitors
 - iii) Determine the methods of promotion and advertising
 - iv) Examine the factors to consider in pricing
 - v) Identify the sales tactics
 - vi) Analyze the distribution strategy
 - vii) Draw the customer service strategy

Suggested teaching/Learning Activities

- Discussion
- Question and answer
- Illustration
- Demonstration
- Note taking
- Observation
- Presentations
- Field visits

Suggested teaching/Learning Resources

- Sample business plan write-ups
- Text books

Suggested Evaluation Methods

- Oral tests
- Assignments
- Project

23.2.4 ORGANIZATION AND MANAGEMENT PLAN

Theory

23.2.4T0 *Specific Objectives*

- By the end of the sub-module unit, the trainee should be able to:
- describe the organization structure
 - describe the management team
 - identify other business personnel
 - explain recruitment, training and promotion of personnel
 - discuss remuneration and incentives for personnel
 - identify licenses persist and legal requirements

- identify support services

Content

- 23.2.4T1 Organization structure
- 23.2.4T2 Management team
- 23.2.4T3 Other business personnel
- 23.2.4T4 Recruitment, training and promotion of personnel
- 23.2.4T5 Remuneration and incentives for personnel
- 23.2.4T6 Licenses persist and legal requirements
- 23.2.4T7 Support services

Practice

23.2.4P0

Specific Objectives

By the end of the sub-module unit, the trainee should be able to:

- draw organization structure
- assemble a the management team
- develop a management plan

Content

- 23.2.4P1 Organization structure
- 23.2.4P2 Management team
- 23.2.4P3 Management plan

23.2.4C

Competence

The trainee should have the ability to:

- Draw organization structure
- Assemble a the management team
- Develop a management plan

Suggested teaching/Learning Activities

- Discussion

- Question and answer
- Illustration
- Demonstration
- Note taking
- Observation
- Presentations

Suggested teaching/Learning

Resources

- Sample business plan write-ups
- Text books
- Sample organisation plan

Suggested Evaluation Methods

- Oral tests
- Assignments
- Project

23.2. 5 OPERATIONAL AND PRODUCTION PLAN

Theory

- 23.2.5T0 *Specific Objectives*
By the end of the sub-module unit, the trainee should be able to:
- a) identify production facilities and capacity
 - b) develop a production and operation strategy
 - c) describe the production process of the products
 - d) discuss the regulations affecting operations
 - e) prepare operation time table/production schedule

- 23.2.5T1 *Content*
Production facilities and capacity

- 23.2.5T2 Develop a production and operation strategy
- 23.2.5T3 Production process of the products
- 23.2.5T4 Production process of the products
- 23.2. 5T5 Regulations affecting operations
- 23.2. 5T6 Prepare operation time table/production schedule

Practice

- 23.2.5P0 *Specific Objectives*
By the end of the sub-module unit, the trainee should be able to:
- a) identify production facilities and capacity
 - b) describe the production process of the products

Content

- 23.2.5P1 Production facilities and capacity
- 23.2.5P2 Production process of the products

- 23.2.5C **Competence**
The trainee should have the ability to:
- i) Identify production facilities and capacity
 - ii) Draw the production process of the products

Suggested teaching/Learning Activities

- Discussion
- Question and answer
- Illustration
- Demonstration
- Note taking
- Observation

- Presentations

Suggested teaching/Learning

Resources

- Sample business plan write-ups
- Text books

- 23.2. 6T6 Calculation break-even point
- 23.2. 6T7 Calculation profitability ratios
- 23.2. 6T8 Calculation desired financing
- 23.2. 6T9 Calculation Proposed capitalization

23.2.6 FINANCIAL PLAN

Theory

23.2. 6T0 *Specific Objectives*

By the end of the sub-module unit, the trainee should be able to:

- determine pre-operational costs
- estimate working capital
- estimate cash-flow projections
- prepare pro-forma income statements
- prepare pro-forma balance sheets
- calculate break-even point
- calculate profitability ratios
- calculate desired financing
- calculate proposed capitalization

Content

- 23.2. 6T1 Determination of pre operational costs
- 23.2. 6T2 Estimating working capital
- 23.2. 6T3 Estimating cash-flow projections
- 23.2. 6T4 Preparation pro-forma income statements
- 23.2. 6T5 Preparation pro-forma balance sheets

Practice

23.2. 6T0 *Specific Objectives*

By the end of the sub-module unit, the trainee should be able to:

- determine pre-operational costs
- estimate working capital
- estimate cash-flow projections
- prepare pro-forma income statements
- prepare pro-forma balance sheets
- calculate break-even point
- calculate profitability ratios

Content

- 23.2. 6T1 Determination pre-operational costs
- 23.2. 6T2 Estimating working capital
- 23.2. 6T3 Estimating cash-flow projections
- 23.2. 6T4 Preparation pro-forma income statements
- 23.2. 6T5 Preparation pro-forma balance sheets
- 23.2. 6T6 Calculation break-even point
- 23.2. 6T7 Calculation profitability ratios

- 23.2.6C Competence**
The trainee should have the ability to:
- i) Determine pre-operational costs
 - ii) Estimate working capital
 - iii) Estimate cash-flow projections
 - iv) Prepare pro-forma income statements
 - v) Prepare pro-forma balance sheets
 - vi) Calculate break-even point
 - vii) Calculate profitability ratios

Suggested teaching/Learning Activities

- Discussion
- Question and answer
- Illustration
- Demonstration
- Note taking
- Observation
- Presentations

Suggested teaching/Learning Resources

- Sample business plan write-ups
- Text books
- Calculator
- Computer

Suggested Evaluation Methods

- Oral tests
- Timed written tests
- Assignments
- Business plan

23.2.7 PRESENTATION

Theory

- 23.2. 7T0 Specific Objectives**
By the end of the sub-module unit, the trainee should be able to:
- a) prepare final business plan
 - b) make a presentation of the business plan

Content

- 23.2. 7T1 Writing the final business plan
23.2. 7T2 Presentation of the business plan

Practice

- 23.2. 7P0 Specific Objectives**
By the end of the sub-module unit, the trainee should be able to:
- a) write the final business plan
 - b) make a presentation of the business plan

Content

- 23.2. 7P1 Writing the final business plan
23.2. 7P2 Presentation of the business plan

- 23.2.7C Competence**
The trainee should have the ability to:
- i) Write the final business plan
 - ii) Make a presentation of the business plan

Suggested teaching/Learning Activities

- Discussion
- Question and answer
- Illustration
- Demonstration
- Note taking

- Observation
- Presentations

Suggested teaching/Learning

Resources

- Sample business plan write-ups
- Text books
- Calculator
- Computer

Suggested Evaluation Methods

- Oral tests
- Timed written tests
- Assignments
- Business plan

23.2. 8 EMERGING TRENDS AND ISSUES

Theory

23.2.8T0 *Specific Objectives*

By the end of the sub-module unit, the trainee should be able to:

- identify the emerging trends in business plan
- identify the challenges posed by the emerging trends and issues
- explain various ways of coping with challenges

Content

- 23.2.8T1 Emerging trends in business plan
- 23.2.8T2 Challenges posed by the emerging trends and issues
- 23.2.8T3 Ways of coping with challenges

Practice

23.2.8P0 *Specific Objectives*

By the end of sub-module unit, the trainee should be able to:

- identify emerging issues/trends
- report on challenges of emerging trends
- interpret ways of adapting to the emerging trends

Content

23.2.8P1 Identification of Emerging Issues

23.2.8P2 Reporting on challenges of emerging issues

23.2.8C **Competence**

The trainee should have the ability to:

- Write the final business plan
- Make a presentation of the business plan

Suggested Evaluation Methods

- Oral tests
- Timed written tests
- Assignments
- Business plan

23.2.8P3 Interpreting ways of adapting to emerging trends

23.2.8C **Competence**

The trainee should have the ability to:

- Identify emerging issues/trends
- Report on challenges of emerging trends

iii) Interpret ways of adapting
to the emerging trends

Suggested Learning Resources

- Manuals
- Samples
- Relevant text books
- News papers and magazines
- Media
- Internet

easytvvet.com