



Course Introduction:

Tomorrow's leading companies will succeed not by battling competitors but by creating new uncontested market space. This course is designed to provide participants with the tools and techniques necessary to effectively formulate, implement and monitor a strategic growth plan. It will examine reasons for profitability restrictions that occur in industries, as they compete within their established marketplaces for market share.

Course Objectives:

At the end of the course delegates will be able to:

- Develop comprehensive strategies
- Plan for uncertainty
- Develop and write a business plan
- Identify and value opportunities
- Create business forecasts
- Design a planning structure
- Effectively assess profitability
- Create innovative pricing models

Who Should Attend?

This practical course is designed for senior managers, executives and directors who are actively involved in business planning. It is also aimed at those who are interested in exploring new marketing strategies and approaches.

Course Outline:

- **The formal structured business planning process**
 - Assessing advantages of the formal planning system
 - Engaging in an interactive strategy development workshop and presentation
- **Planning staff roles**
 - Understanding the role and benefits of strategic programmers
 - Utilizing strategy finders
- **Continuous business improvements**
- **Scenario planning**
 - Prioritizing strategies permeating the enterprise
- **Strategic direction and guiding priorities**

- Organic growth
- Considering diversification opportunities
- Developing strategies for integration and specialization
- **The perils of growth**
 - Determining future profitability
- **The rising imperative of creating new market space**
 - Expanding existing industry boundaries
 - Assessing profit opportunities of new markets
- **Practical frameworks for capturing new markets**
- **New industries of recent times**
 - Analyzing business launches of leading companies
 - Leading edge companies with declining performance
 - Value innovation as a cornerstone of business
- **Formulating and executing new market strategies**
 - Maximizing opportunities in a new market
- **Reaching beyond existing demand**
 - Getting the strategic sequence right
 - Uncovering the blocks to buyer utility
 - Being innovative in pricing models

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

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Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion

- Presentation

Course Fees:

To be advised as per the course location. This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session

