



PLANNING AND STRATEGY MANAGEMENT | PSM-015

Business Planning for Growth

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Course content

Why Attend

A clear business plan helps organisations and business units pursue growth, secure funding and align teams. Good plans combine market insight, realistic forecasts and actionable priorities.

This Aractech course covers business planning purpose and structure, market and customer analysis, growth strategies, marketing and sales plans, operations and resources, financial projections, risk and milestones. Participants build a business plan for a growth initiative.

Course Methodology

- Practical workshops
- Financial modelling
- Case studies
- Group discussions
- Presentations

Course Objectives

- Structure effective business plans
- Analyse markets and customers
- Define growth strategies
- Plan marketing, sales and operations
- Build financial projections
- Set milestones and manage risks

Target Audience

- Business unit managers
- Entrepreneurs

Course content

- Strategy and planning professionals
- Business development managers

Course outline

Detailed course outline

Day-by-day outline for Business Planning for Growth.

Day 1 - Business Planning

- 09:00-09:45 | Purpose of business plans
- 09:45-10:30 | Structure
- 10:30-11:00 | Audiences
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Audiences (continued)
- 11:45-12:30 | Common mistakes
- 12:30-14:00 | Exercise: Plan critique

Day 2 - Market Analysis

- 09:00-09:45 | Market sizing
- 09:45-10:30 | Customer segments
- 10:30-11:00 | Competitors
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Competitors (continued)
- 11:45-12:30 | Opportunities
- 12:30-14:00 | Workshop: Market analysis

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Day 3 - Growth Strategy

- 09:00-09:45 | Growth options
- 09:45-10:30 | Value proposition
- 10:30-11:00 | Marketing and sales
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Marketing and sales (continued)
- 11:45-12:30 | Operations
- 12:30-14:00 | Exercise: Growth plan

Day 4 - Financials

- 09:00-09:45 | Revenue forecasts
- 09:45-10:30 | Costs
- 10:30-11:00 | Cash flow
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Cash flow (continued)
- 11:45-12:30 | Funding
- 12:30-14:00 | Lab: Financial projections

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Day 5 - Execution

- 09:00-09:54 | Milestones
- 09:54-10:48 | Risks
- 10:48-11:00 | KPIs
- 11:00-11:30 | Coffee break
- 11:30-12:12 | KPIs (continued)
- 12:12-13:06 | Presenting plans
- 13:06-14:00 | Capstone: Business plan presentation

Seminar dates

Available seminar dates

Live dates and pricing for Business Planning for Growth generated from the course details page.

Date	Location	Format	Fee
2 - 6 November 2026	Paris	Classroom	€3,825
21 - 25 December 2026	Frankfurt	Classroom	€1,875
18 - 22 January 2027	Munich	Classroom	€3,225
15 - 19 February 2027	Amsterdam	Classroom	€2,830
15 - 19 March 2027	London	Classroom	€2,315
19 - 23 April 2027	Istanbul	Classroom	€1,978
17 - 21 May 2027	Vienna	Classroom	€3,225
21 - 25 June 2027	Barcelona	Classroom	€2,815
19 - 23 July 2027	Cape Town	Classroom	€1,625
16 - 20 August 2027	Frankfurt	Classroom	€1,875

Seminar dates

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20 - 24 September 2027	Munich	Classroom	€3,225
18 - 22 October 2027	Amsterdam	Classroom	€2,830
15 - 19 November 2027	London	Classroom	€2,315
20 - 24 December 2027	Istanbul	Classroom	€1,978
2 - 6 November 2026	Online / Live	Online / Live	€1,815
21 - 25 December 2026	Online / Live	Online / Live	€1,815
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19 - 23 April 2027	Online / Live	Online / Live	€1,815

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21 - 25 June 2027	Online / Live	Online / Live	€1,815
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