# CERTIFICATE IN STRATEGIC BUSINESS PLANNING



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# Introduction

Certificate in Strategic Business Planning examines how organizations build a business plan that connects market reality, financial logic, and operational delivery. This Training Course covers market analysis, business modelling, financial forecasting, and plan presentation. Participants study PESTLE, Porter's five forces, the Business Model Canvas, SWOT, break-even analysis, NPV, and the Balanced Scorecard. Furthermore, the programme connects analysis to a written plan through planning labs, financial modelling exercises, and plan defence simulations. As a result, delegates leave able to produce a business plan that financiers and executives take seriously.

# Certificate in Strategic Business Planning Course Objectives

- Define strategic business planning and its components.
- Analyse markets, customers, and competitors with proven tools.
- Build a business model and value proposition.
- Set vision, objectives, and measurable targets.
- Forecast revenue, costs, and cash flow credibly.
- Apply break-even, payback, NPV, and sensitivity analysis.
- Assess risk and define mitigation actions.
- Structure a written business plan and executive summary.
- Present and defend the plan to decision-makers.
- Manage implementation, KPIs, and plan review.

# Course Methodology

- Interactive workshops using real business plans and models.

- Market analysis and business model design labs.
- Financial forecasting and investment appraisal exercises.
- Business plan writing and executive summary workshops.
- Plan defence and investor pitch simulations.
- Action planning that converts each session into a workplace commitment.

## Who Should Take This Course

- Business planners and strategy analysts.
- Entrepreneurs and business owners.
- Department and business unit managers.
- Finance and commercial analysts.
- Project and programme managers.
- Marketing and sales planning staff.
- Professionals preparing business cases.

## Certificate in Strategic Business Planning Course Outlines

## Day 1: Business Planning Foundations

- Defining strategic business planning and its purpose.
- Plan types: start-up, growth, investment, and turnaround.
- Vision, mission, and strategic objectives.
- Stakeholders, audiences, and plan purposes.
- The planning process and evidence requirements.
- Governance and approval routes.

- Building the planning framework and workplan.

## Day 2: Market and Competitive Analysis

- PESTLE and macro-environment scanning.
- Market sizing, segmentation, and demand estimation.
- Porter's five forces and competitive positioning.
- Customer research and value proposition design.
- SWOT and TOWS analysis.
- Competitor profiling and benchmarking.
- Documenting assumptions and evidence.

## Day 3: Business Model and Operations

- The Business Model Canvas and its nine blocks.
- Revenue streams and pricing architecture.
- Operating model and capability requirements.
- Resource, technology, and people plans.
- Supply chain and partnership arrangements.
- Regulatory and licensing considerations.
- Implementation roadmap and milestones.

## Day 4: Financial Forecasting and Appraisal

- Revenue forecasting methods and drivers.
- Cost structures, fixed and variable analysis.
- Cash flow forecasting and working capital.
- Break-even and contribution analysis.

- Payback, NPV, and IRR appraisal.
- Sensitivity, scenario, and risk analysis.
- Funding requirements and financing options.

## Day 5: Writing, Presenting, and Executing the Plan

- Business plan structure and section logic.
- Executive summary and one-page pitch design.
- Data presentation and financial exhibits.
- Plan defence and question handling.
- Implementation governance and KPI monitoring.
- Plan review cycles and course correction.
- Personal action plan and continuous improvement.

## Conclusion

By successfully completing Certificate in Strategic Business Planning, participants will have acquired a practical command of market analysis, business modelling, financial forecasting, and plan presentation. They will know how to build a plan with defensible assumptions, appraise it with proper financial methods, and present it so decision-makers approve it. In addition, the course prepares delegates to govern implementation and review progress against plan. As a result, they return to work ready to plan business with structure and evidence. Gentex Training Center delivers this Training Course with a practical, standards-based approach.

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# FAQs for the Certificate in Strategic Business Planning course

## Q1 What is the "Certificate in Strategic Business Planning" course about?

It is a five-day programme that explains how a strategic business plan is researched, modelled, written, and presented. It covers market and competitive analysis, business model design, operations planning, financial forecasting and appraisal, plan writing, and implementation governance.

## Q2 What are the key benefits of the "Certificate in Strategic Business Planning" course?

Participants gain the ability to build a plan on researched assumptions rather than optimism, forecast revenue and cash flow credibly, and appraise investment with recognised methods. They also learn to write and defend a plan so approvers and financiers accept it, and to monitor delivery through KPIs.

## Q3 What skills will I gain from the "Certificate in Strategic Business Planning" course?

Market and competitive analysis with PESTLE, five forces, and SWOT, business model design with revenue and pricing architecture, financial forecasting with break-even, NPV, and sensitivity analysis, and business plan writing with executive summary design and plan defence.

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## Q4 What tools, methods, or standards are covered in the "Certificate in Strategic Business Planning" course?

The course covers business plan types including start-up, growth, investment and turnaround plans, vision, mission and strategic objective design, stakeholder and audience analysis, PESTLE environmental scanning, market sizing, segmentation and demand estimation methods, Porter's five forces competitive analysis, customer research and value proposition design, SWOT and TOWS analysis, competitor profiling and benchmarking, assumption documentation, the Business Model Canvas and its nine building blocks, revenue stream and pricing architecture design, operating model and capability requirement analysis, resource, technology and people planning, supply chain and partnership arrangement design, regulatory and licensing assessment, implementation roadmap and milestone planning, revenue forecasting methods, fixed and variable cost structure analysis, cash flow forecasting and working capital analysis, break-even and contribution analysis, payback, NPV and IRR appraisal methods, sensitivity, scenario and risk analysis, funding requirement and financing option assessment, business plan structure and section logic, executive summary and one-page pitch design, data presentation and financial exhibit design, plan defence and question handling techniques, implementation governance and KPI monitoring, and plan review cycle design.

## Q5 How is the "Certificate in Strategic Business Planning" course applied in real-world practice?

Delegates apply it through business plans, market analyses, business model canvases, operating plans, financial models, cash flow forecasts, break-even analyses, investment appraisals, sensitivity tests, funding proposals, executive summaries, pitch decks, implementation roadmaps, KPI dashboards, and plan review reports. They also use it to brief boards, lenders, and investors and to prepare internal approval papers.

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