

# FEASIBILITY STUDIES AND BUSINESS PLANNING

Jakarta - Indonesia  
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\$5,800



**GENTEX**<sup>®</sup>  
TRAINING CENTER

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## Introduction

Do you have a fantastic business idea? Before diving in, a solid plan is essential. Gentex Training Center's Feasibility Studies & Business Planning Mastery course empowers you to transform your idea into a reality. This comprehensive program equips you with the knowledge and practical skills to conduct thorough feasibility studies, develop winning business plans, and secure the resources you need to thrive.

## Feasibility Studies and Business Planning Course

### Objectives:

- Understand the core principles of feasibility studies and their importance in business planning.
- Learn to identify and evaluate potential business opportunities.
- Master the art of market research and competitor analysis.
- Develop a clear understanding of your target market and their needs.
- Create a comprehensive financial forecast to project future revenue and expenses.
- Craft a compelling business plan that attracts investors and secures funding.
- Develop effective marketing and operational strategies for your business.
- Build confidence in presenting your business plan to potential stakeholders.

## Course Methodology

- Engaging Lectures: Gain foundational knowledge through expert-led lectures on feasibility analysis, market research techniques, and business plan writing.
- Interactive Workshops: Apply your learnings through dynamic workshops that encourage brainstorming sessions, case studies, and real-world business planning scenarios.
- Market Research Simulations: Conduct mock market research projects to hone your data collection and analysis skills.



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- Financial Modeling Exercises: Learn to build financial projections using industry-standard financial modeling software.
- Business Plan Development Sessions: Receive personalized feedback from instructors as you develop your own comprehensive business plan.

## Who Should Take This Course

- Aspiring entrepreneurs seeking to develop a solid business plan and secure funding.
- Existing business owners looking to refine their business strategies and expand operations.
- Individuals seeking a career in business development or venture capital.
- Anyone interested in learning the fundamentals of market research and business analysis.

## Feasibility Studies and Business Planning Course Outline:

### Day 1: Feasibility Studies & Market Research Essentials

- Understanding the role of feasibility studies in business planning.
- Identifying different types of feasibility studies (market, financial, technical).
- Conducting market research to evaluate market size, trends, and competition.
- Learning to analyze customer needs, preferences, and buying behavior.
- Developing buyer personas to understand your ideal customer profile.

### Day 2: Building Your Financial Model & Projections

- Understanding key financial statements and their importance in business planning.
- Learning to forecast future revenue, expenses, and profitability.
- Utilizing financial modeling software to build a comprehensive financial plan.



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- Analyzing the financial viability of your business idea.
- Identifying potential funding sources (loans, investments, grants).

## Day 3: Crafting a Compelling Business Plan

- Exploring the different sections of a business plan and their purpose.
- Defining your business mission, vision, and core values.
- Developing a clear and concise executive summary to grab attention.
- Creating a detailed marketing strategy to reach your target audience.
- Designing an operational plan outlining your business processes.

## Day 4: Developing Winning Marketing & Operational Strategies

- Understanding different marketing channels and their effectiveness.
- Developing a competitive marketing strategy to attract customers.
- Creating a solid operational plan for efficient business processes.
- Identifying key performance indicators (KPIs) to track your business performance.
- Addressing potential risks and developing mitigation strategies.

## Day 5: Perfecting Your Pitch & Securing Funding

- Mastering the art of business plan presentation and public speaking.
- Learning to pitch your business idea to investors and stakeholders confidently.
- Developing effective communication skills to answer questions and address concerns.
- Refining your business plan based on instructor feedback and peer evaluations.
- Building a network of potential investors and partners for your business.



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## Conclusion

By successfully completing Gentex Training Center's Feasibility Studies & Business Planning Mastery course, you'll graduate with the tools and confidence to launch your dream business. You'll possess the skills to conduct thorough feasibility studies, create a winning business plan, secure funding, and propel your business towards long-term success.

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