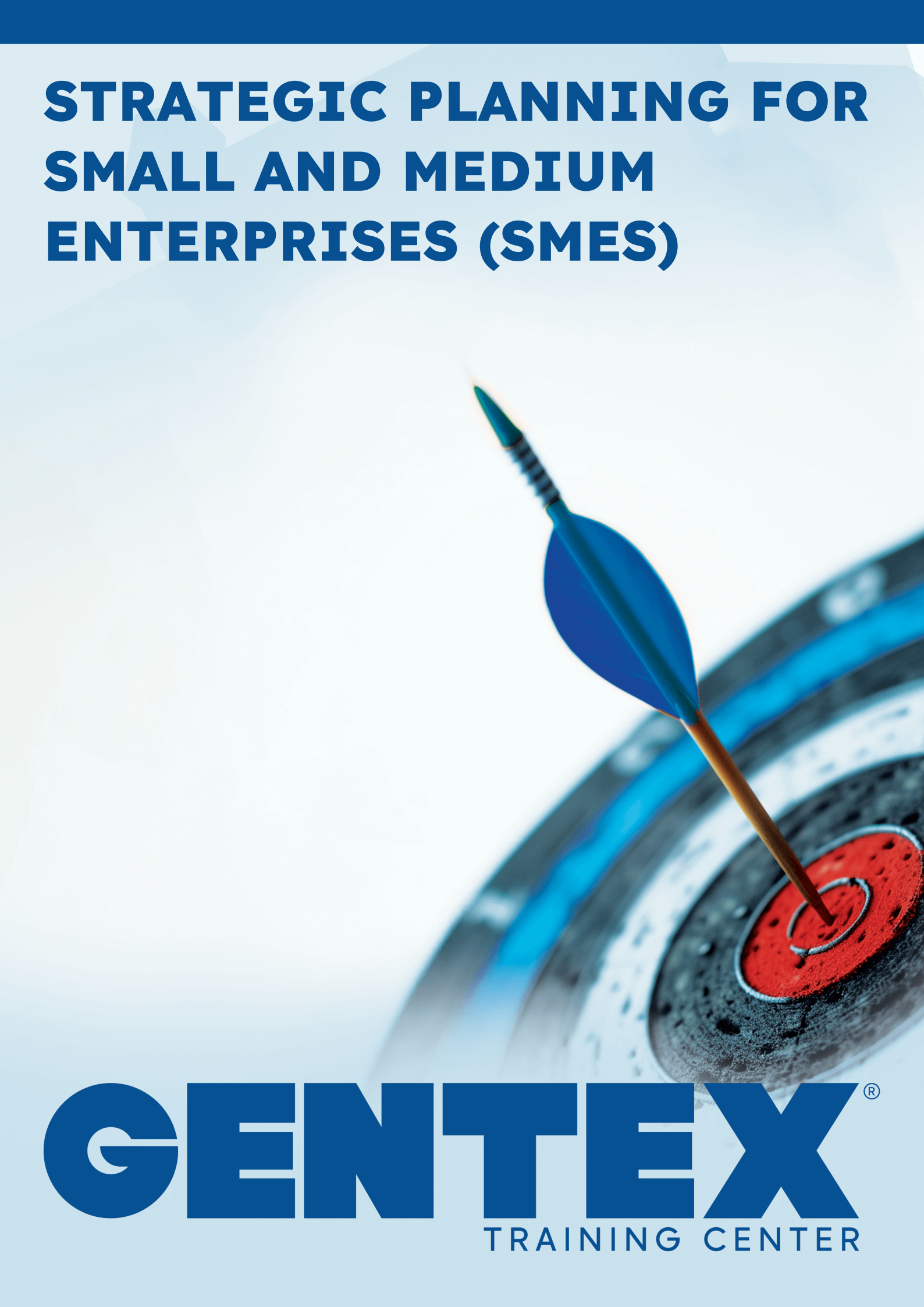
STRATEGIC PLANNING FOR SMALL AND MEDIUM ENTERPRISES (SMES)



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Introduction

Strategic Planning for Small and Medium Enterprises (SMEs) examines how smaller businesses build strategy with limited time, money, and staff. This Training Course covers practical analysis, focused strategy choice, lean execution, and simple performance tracking. Participants study PESTLE, SWOT and TOWS, the Business Model Canvas, the Ansoff growth matrix, the Balanced Scorecard, OKRs, and break-even and cash flow analysis. Furthermore, the programme connects planning to results through owner-led strategy labs, one-page plan drafting, and quarterly review practice. As a result, delegates leave with a plan their business can actually run.

Strategic Planning for Small and Medium Enterprises (SMEs) Course Objectives

- Define strategic planning in the SME context.
- Scan the market using PESTLE, SWOT, and TOWS.
- Apply the Business Model Canvas to the current business.
- Choose a focused strategy and set clear priorities.
- Set objectives, targets, and milestones for the coming year.
- Build a one-page strategic plan owners can maintain.
- Link strategy to budgets, cash flow, and break-even points.
- Design simple OKR and KPI tracking.
- Manage business risks and growth constraints.
- Run quarterly reviews and adjust the plan.

Course Methodology

- Interactive workshops using real SME business files.

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- Market scanning and competitor review labs.
- Business Model Canvas and value proposition exercises.
- One-page plan drafting and target-setting workshops.
- Financial linkage and break-even analysis practice.
- Action planning that converts each session into a workplace commitment.

Who Should Take This Course

- Business owners and founders.
- Managing directors of small and medium firms.
- General managers and operations heads.
- Finance and administration managers.
- Family business members and successors.
- Business advisors and consultants.
- Sales and marketing managers in SMEs.

Strategic Planning for Small and Medium Enterprises (SMEs) Course Outlines

Day 1: SME Strategic Planning Foundations

- Defining strategy for small and medium enterprises.
- Owner-led planning: advantages and constraints.
- Vision, mission, and business purpose.
- Setting realistic strategic priorities.
- Stakeholder and family business considerations.
- Ethics, compliance, and governance basics for SMEs.

- Building the planning framework and timeline.

Day 2: Market Analysis and Positioning

- PESTLE scanning for small business contexts.
- SWOT and TOWS analysis for SMEs.
- Competitor review and local market mapping.
- Customer segmentation and buying behaviour.
- Value proposition design with the value proposition canvas.
- Pricing, positioning, and differentiation choices.
- Documenting assumptions and evidence.

Day 3: Strategy Choice and Business Model Design

- The Business Model Canvas: nine building blocks.
- Evaluating the current business model.
- The Ansoff growth matrix for SME growth options.
- Expansion, diversification, and risk trade-offs.
- Capacity, capability, and staffing constraints.
- Option selection and strategic focus.
- Writing the one-page strategic plan.

Day 4: Financial Linkage and Target Setting

- Cost structure, margins, and profitability basics.
- Break-even analysis and cash flow planning.
- Budgeting and resource allocation for small teams.
- Setting SMART objectives and annual targets.

- OKR and KPI design for small businesses.
- Milestones, owners, and accountability.
- Building the tracking and reporting pack.

Day 5: Execution, Review, and Adaptation

- Simple review cadence for owner-managers.
- Dashboards and visual tracking tools.
- Managing growth risks and supplier dependencies.
- Corrective action when targets slip.
- Customer feedback and market response routines.
- Plan refresh and annual strategy rework.
- Personal action plan and continuous improvement.

Conclusion

By successfully completing Strategic Planning for Small and Medium Enterprises (SMEs), participants will have acquired a practical command of market analysis, business model review, focused strategy choice, and simple performance tracking. They will know how to set priorities their team can deliver, link plans to cash flow and break-even realities, and run quarterly reviews without heavy bureaucracy. In addition, the course prepares delegates to adapt the plan as the market shifts. As a result, they return to work ready to plan and execute strategy in an SME setting. Gentex Training Center delivers this Training Course with a practical, standards-based approach.

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FAQs for the Strategic Planning for Small and Medium Enterprises (SMEs) course

Q1 What is the "Strategic Planning for Small and Medium Enterprises (SMEs)" course about?

It is a five-day programme that shows smaller businesses how to plan strategy with limited resources. It covers market and competitor analysis, the Business Model Canvas, growth option evaluation, one-page plan writing, financial linkage with break-even and cash flow, and simple OKR and KPI tracking.

Q2 What are the key benefits of the "Strategic Planning for Small and Medium Enterprises (SMEs)" course?

Participants gain the ability to set a focused strategy their team can actually deliver, link plans to cash flow and profitability, and track progress without heavy reporting. They also learn to spot growth constraints early and to adjust the plan as market conditions change.

Q3 What skills will I gain from the "Strategic Planning for Small and Medium Enterprises (SMEs)" course?

Market analysis with PESTLE, SWOT, and TOWS plus competitor and customer review, business model design with the Business Model Canvas and value proposition canvas, strategy choice with the Ansoff growth matrix and option evaluation, and financial and performance planning with break-even analysis, cash flow planning, SMART targets, and OKR and KPI design.

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Q4 What tools, methods, or standards are covered in the "Strategic Planning for Small and Medium Enterprises (SMEs)" course?

The course covers owner-led planning advantages and constraints, vision, mission and business purpose definition, strategic priority setting, stakeholder and family business considerations, SME governance and compliance basics, planning framework and timeline design, PESTLE scanning for small business contexts, SWOT and TOWS analysis, competitor review and local market mapping, customer segmentation and buying behaviour analysis, value proposition canvas design, pricing, positioning and differentiation choices, assumption and evidence documentation, the Business Model Canvas nine building blocks, current business model evaluation, the Ansoff growth matrix, expansion and diversification risk trade-offs, capacity, capability and staffing constraint review, option selection and strategic focus setting, one-page strategic plan writing, cost structure, margin and profitability analysis, break-even analysis and cash flow planning, budgeting and resource allocation for small teams, SMART objective and annual target setting, OKR and KPI design for small businesses, milestone, owner and accountability assignment, tracking and reporting pack design, simple review cadence for owner-managers, dashboard and visual tracking tools, growth risk and supplier dependency management, corrective action practice, customer feedback and market response routines, and plan refresh and annual strategy rework.

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Q5 How is the "Strategic Planning for Small and Medium Enterprises (SMEs)" course applied in real-world practice?

Delegates apply it through one-page strategic plans, PESTLE scans, SWOT and TOWS analyses, competitor and customer maps, value proposition canvases, Business Model Canvas reviews, growth option appraisals, annual target sheets, break-even models, cash flow forecasts, budgets, OKR sets, KPI trackers, simple dashboards, quarterly review agendas, corrective action notes, and annual plan refresh documents. They also use it to align family members, partners, and small teams behind agreed priorities.