

# Course : Creating a realistic, convincing business plan

Practical course - 2d - 14h00 - Ref. BUP

Price : 1410 € E.T.

 4,7 / 5

Define, structure, and monitor a business plan. Create the marketing and technical aspects and draft a financing plan (managerial and accounting tools). Evaluate its impact and feasibility, provide contingency plans and abandonment costs. Design marketing and sales pitches for communication.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Formalize your ideas and project into a business model
- ✓ Structure the drafting of your business plan
- ✓ Create a business plan with multiple parts: Financial, technical, and marketing
- ✓ Know how to present your business plan and communicate about its distinctive features and its value
- ✓ Take a critical view of your own business plan and know how to be objective about its feasibility

## Intended audience

Business creators or acquirers, company leaders, product managers, business unit directors, profit center managers, financial executives, operational managers, etc.

## Prerequisites

No particular knowledge.

## Course schedule

### PARTICIPANTS

Business creators or acquirers, company leaders, product managers, business unit directors, profit center managers, financial executives, operational managers, etc.

### PREREQUISITES

No particular knowledge.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

## 1 Goals and purpose of the business plan

- Formalizing your ideas and strategic vision.
- Positioning the project.
- Defining the business model.
- Financial calculations.
- Getting financing for capital and operations.
- Finding business partners, manufacturers and salespeople to work with, etc.
- Having a tool for monitoring and overseeing the project.

### Hands-on work

Hands-on work Description of different types of business models.

## 2 Structure of the business plan

- Standard plan.
- Adapting it to suit any plan's specifics.
- Structure of the written documents.
- Contributors.

### Hands-on work

Case study A real estate project.

## 3 Building the business plan

- The project's drivers.
- The marketing aspect: Product line, positioning, pricing, sales estimates, etc.
- The technical aspect: Capital investment, procurement, organization, human resources, etc.
- The financial aspect: The balance sheet and provisional profit and loss account, break-even point, ROI, etc.

### Hands-on work

Hands-on work Using different methods for estimating sales.

## 4 Critical analysis of the business plan

- Identifying key factors for success and risk factors.
- Making contingency plans.
- Implementing simulations and assessing their impact.
- Feasibility and sustainability assessment.
- Calculating the project's abandonment cost.

### Hands-on work

Case study Critical analysis of a business plan: Points that show clarity, missing information, etc.

## TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

## TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

## ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@orsys.fr](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.

## 5 "Selling" the business plan

- Highlighting the project's distinctive features and intrinsic value.
- Proof that the financial estimates are sound and reliable.
- Formal drafting: Form and substance, creating an impactful, meaningful document.
- Oral presentation: Types of presentation, tools to use to gain confidence and win over people.

### Hands-on work

Hands-on work Simulated oral presentations of your business plan to a bank.

## Dates and locations

### REMOTE CLASS

2026 : 8 June, 8 June, 19 Oct., 19 Oct.

### PARIS LA DÉFENSE

2026 : 12 Mar., 8 June, 19 Oct.