



Business Planning 360° Workshop

Learn how to develop a business model for your enterprise venture, write a tailored business plan and learn how to implement that plan.

As a result, you will ensure that operational planning and strategy are aligned.

Empower Yourself through Knowledge!

Course Outline

Business planning and business strategy are fundamental requirements for a successful start up and rapid growth. In our business planning workshop you will learn how to develop a business model for your enterprise venture, write a tailored business plan and learn how to implement that plan. As a result, you will ensure that operational planning and strategy are aligned.

Course Objectives

By the end of the course, participants will be able to:

- Develop a comprehensive business model for your business venture using the Business Model Canvas
- Write a complete company description, including the mission and vision statements and the company philosophy
- Create a clear description of the products and/or services that your company will sell
- Create a marketing plan, including your unique selling proposition (USP), a competitive analysis and your marketing plan
- Develop an operational plan that explains how your company will produce and/or deliver the products and services
- Develop an overview of startup expenses and capital investments
- Prepare your company's financial plan (balance sheet, income statement and statement of cash flows)

Target Audience

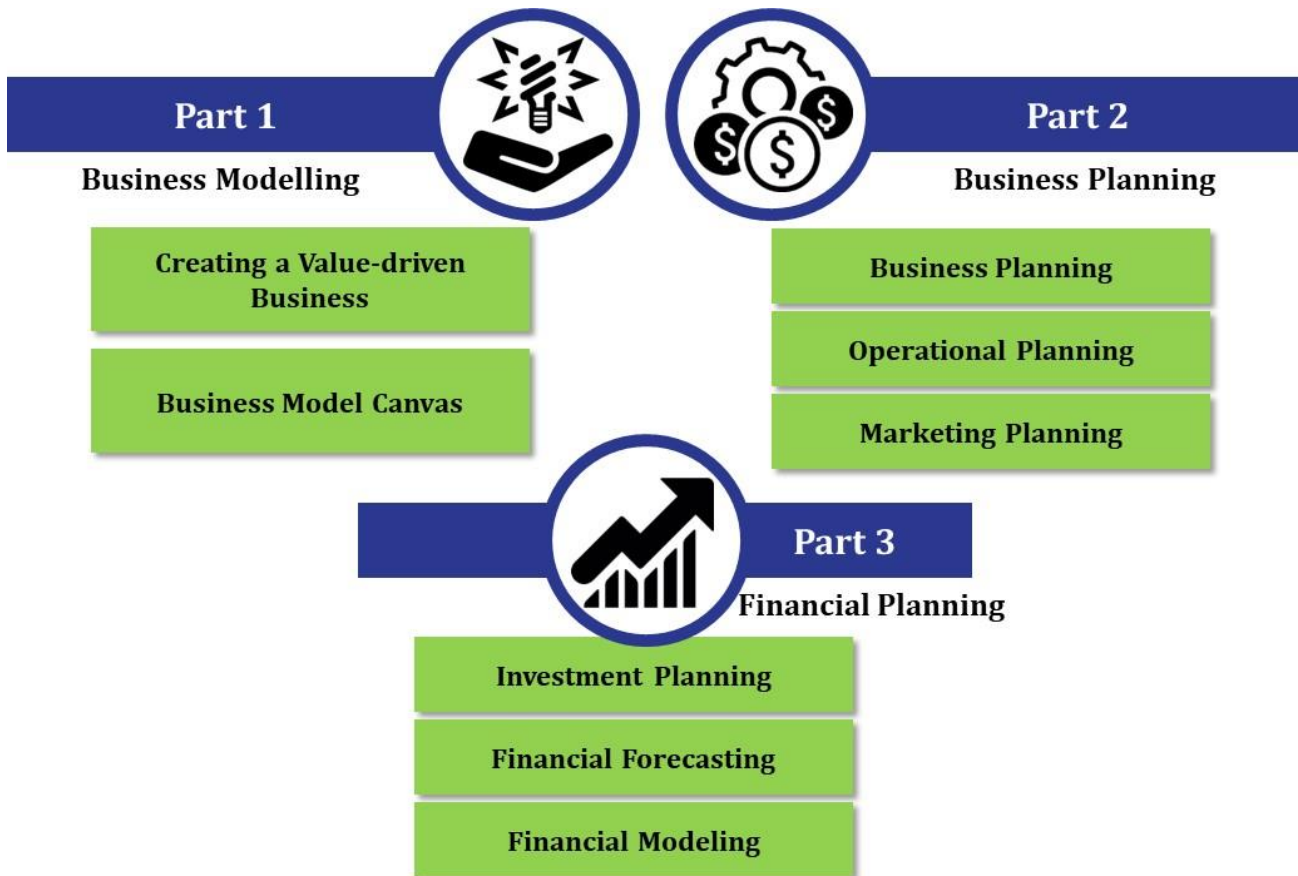
Potential and starting entrepreneurs who are looking for support to develop a robust, investment-ready business plan and financial forecast, and anyone interested in learning more about business modeling and planning.

Key Topics

The key topics covered in the course are:

- Business modeling
- Company philosophy & description
- Product & service description
- Marketing planning & competitive analysis
- Operational planning
- Financial planning

Classes Overview



Examination

Participants need to complete group assignments successfully.

A **Certificate of Participation** is awarded if the workshop is successfully fulfilled.

Course Facilitator

All our facilitators are enthusiastic and knowledgeable with a talent for making complex concepts simple. We all love what we do and our clients tell us it shows.

Facilitator for this course is: Mr. Edward M. Erasmus, MA

Edward is a certified trainer/facilitator and has many years of experience in facilitating different workshop and lectures in the fields of accounting, finance, entrepreneurship, innovation, project management, operations, marketing and social media.

Edward holds a bachelor's degree in Accounting and Finance and has a master's degree in Public Administration and Organization Sciences.



Course Fee in Aruban Florins

Per participant: AFl. 95.=

Includes: course material (book), Excel sheets, handouts, snacks, coffee and refreshments.

Register online here: <http://www.erasmusbpas.com/online-course-registration.html>

Location and Dates

Location: MFA Noord (Caya Frans Figaroa, Noord 70)








Workshop length: 3 ½ hours

Time: 6:00 PM - 09:30 PM

For information on next workshop dates, please visit our website:

<http://www.erasmusbpas.com/business-planning-360-boot-camp.html>

We reserve the right to alter dates, content, venue and trainer.

	Length:	3 1/2 hours
	Effort:	Active participation
	Level:	Beginner
	Language:	English, Dutch or Papiamentó *
	Exam:	None
	Credits:	N/A
	Fee:	AFl. 95.= (p/p)

* Course language determined by audience's preference



Course & Workshop Registration & Payment Plan Form



How to Register

1. Bookings can be made by emailing the completed registration form to edward@erasmusbpas.com
2. Registration forms should be sent immediately to confirm the booking. A confirmation and location guide will then be sent accordingly.

Contact details:

Edward M. Erasmus, MA
 Erasmus Business Planning & Administration Services (EBPAS)
 Telephone (297) 5885975
 Mobile (297) 5922380
 Email edward@erasmusbpas.com / hello@erasmusbpas.com

PLEASE PRINT CLEARLY

Course/workshop title :

Contact Person :	Position :
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Company :

Invoice Address :	Postcode :
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Telephone :	Email :
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Please enroll the course attendees below: (PLEASE PRINT CLEARLY)

Full name of attendee	Title/position	Email address

Total number of attendees:		Total course fee (see attached invoice):
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- Please invoice the organization / contact person above
 Please invoice each attendee separately
 Please add the contact/attendees to the training mailing list

Additional Needs / Dietary Requirements:
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PAYMENT PLAN FOR THIS COURSE:

Down payment of: AWG _____ prior to the start of the course.
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Payment of remaining amount of AWG

I have read and understood the terms of conditions given on the next page.	Signed
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Terms and Conditions for Bookings and Payments

General Requirements:

Course participants must be at least 18 years of age.

Course and workshop registration:

Registration for a course can only take place through the completion of our online registration form or by submission of a completed hard copy registration form (by email or personally delivered) to the attention of Erasmus Business Planning & Administration Services (EBPAS).

Cancellation of Booking:

1. All course / registration cancellations must be notified in writing (i.e. via email or in hard copy). Course registrations / bookings may be cancelled up to twenty (20) days prior to the course and receive a full refund.
2. Course registrations / bookings cancelled less than twenty (20) days prior to the training or course will be charged 50% of the course fee.
3. Failure to notify of non-attendance will result in the full fee being charged.
4. You may substitute another participant (by notifying EPBAS) at any time prior to the training or course, should a nominated person be unable to attend.
5. EBPAS endeavors to run every course. However, we also reserve the right to cancel or postpone a course to an alternative date. All registered participants affected by such a cancellation will receive a full refund or offered the opportunity to transfer to the next available training or course.
6. In case of withdrawal after the start of a course, EBPAS will withhold 100% of the course fee. In case the course fee has not been fully paid at the moment of withdrawal from the course, i.e. due to an existing payment plan, EBPAS preserves the right to collect the outstanding fee amount.

Payment:

1. For all registrations received an invoice will be issued. For both Corporate and Individual bookings, payment in full is required, unless a payment arrangement has been granted by EBPAS.
2. All invoiced amounts are due within 14 days of the invoice date. In case on non-payment EBPAS may refuse access to the course.
3. In case of non-payment, a 1.5% interest penalty is payable per month from the due date. Both the extrajudicial, including 20% collection costs, as well as the judicial costs are at the expense of the client / participant. An AWG. 25.00 administration fee is also charged for late payments.

Force majeure:

Neither EBPAS nor its employees are liable for non-performance of contractual obligations or damages to the extent that they are caused by force majeure, in particular fire, water, storm or other natural events, explosion, strike, war, civil unrest or other reasons outside the sphere of responsibility/influence of the EBPAS.

Privacy Statement:

Erasmus Business Planning & Administration Services (EBPAS) acknowledges and respects the privacy of individuals. We advise that the information that you provide on this form may constitute "personal information". This information is being collected for the purposes of processing your registration or enquiry, keeping you informed of upcoming events and assisting us in improving our service to you. The intended recipient of the information is EBPAS. The provision of the information is voluntary, but if this information is not provided, EBPAS may be unable to process your registration or enquiry. You have the right of access to, and alteration of, personal information concerning yourself. The information is being collected by EBPAS and will be held by EBPAS. Please contact us for any enquiries you may have in relation to this matter.

I have read and understood the Terms and Conditions for Bookings and Payments

Name

Address

Signature of participant

Date



CONTACT

ERASMUS BUSINESS PLANNING & ADMINISTRATION SERVICES

Email us:

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Information given in this brochure is correct at the time of publication and is subject to alteration

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