Republic of Rwanda
Ministry of Education

RTB | RWANDA TVET BOARD

Entrepreneurship

CCMBP402 **Develop a business plan**

Competence

RQF Level: 4

Learning Hours
30

Credits: 3

Sector: All

Trade: All

Module Type: Complementary

Curriculum: All

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Purpose statement	This module covers the skills, knowledge and attitude to develop a business plan which is linked to organizational strategic outcomes and facilitates the achievement of service delivery. The module will allow the learner to identify elements of business plan; develop business plan in line with the identified elements; establish strategies to monitor; evaluate and update the business plan (Contingency plan) and present a business plan					
Delivery modality	**Training delivery**		**100%**	**Assessment**		**Total 100%**
	Theoretical content		30%	Formative assessment	30%	100%
	Practical work:		70%		70%	
	• Group project and presentation	20%				
	• Individual project /Work	50%				
				Summative Assessment		N/A

Elements of Competency and Performance Criteria

Elements of competency	Performance criteria	
1. **Analyse a business plan**	1.1.	Business plan concepts are correctly defined in line with existing literature
	1.2.	Elements of a business plan are properly described referring to their description
	1.3.	Business plan template is properly illustrated referring to its components
2. Write a business plan	2.1.	Business plan introductory part is properly designed with reference to its elements.
	2.2.	Business production plan is properly designed in line with results from business environment analysis
	2.3.	Marketing plan is clearly designed in line with market feasibility study and business product
	2.4.	Business staffing requirement plan is accurately developed in line with business activities
	2.5.	Business financial plan is properly designed in line with business needs
3. **Establish business contingency plan**	3.1.	Business contingency plan concepts are clearly explained in accordance with related literature
	3.2.	Risks are clearly identified in accordance with business environment
	3.3.	Risks associated to the business are accurately assessed in line with the business plan developed
	3.4.	Contingency plan is adequately developed in accordance with assessed risks
4. Present a business plan	4.1.	Business plan presentation is accurately prepared in accordance with types, purposes of business plan
	4.2.	Different ways to present the business plan are clearly explained referring to parties and procedures involved in business plan presentation

	4.3. Business plan is appropriately presented in accordance with techniques used in business plan presentation

Learning outcomes	**At the end of the module the learner will be able to:** 1. Identify elements of business plan 2. Write a business plan 3. Establish strategies to monitor 4. Evaluate and update the business plan and contingency plan 5. Present a business plan
Learning outcome 1: Identify elements of business plan	**Learning hours:10**
Indicative content	

- **Definition of the business plan concepts**
  - ✓ Business plan
  - ✓ Business plan vs project plan
  - ✓ Importance of the business plan
  - ✓ Needs of the business plan:
    - Internal use
    - External use
- **Description of the elements of a business plan**
  - ✓ Title/cover Page
    - Logo
    - Name of the business
    - Business owner
    - Location of the business
  - ✓ Executive Summary

    (summary of a business plan)
  - ✓ Description of the business
    - History of the business
    - Structure of the business
    - Type of the business
    - Mission and vision, goals and objectives
    - Business competitive advantage
    - Needs of the market the business intends to satisfy
    - Swot analysis of the business
  - ✓ Production plan
    - Premises and plant location
    - Equipment and machinery required
    - Production process planning
    - Raw materials
    - Competing technologies
    - Manufacturing and operations
    - Quality control and ongoing service

- Labour requirements
- Utilities and office consumables
- Packaging equipment required
- Suppliers

✓ Marketing plan
- Market research (Customer description)
- Market analysis
- Competition analysis
- Description of target market
- Defining marketing objectives
- Market intermediaries
- 5ps of marketing mix
- Developing market strategies
- Ongoing market evaluation
- Elaborating marketing budget

✓ Business staff plan
- Job analysis
- Job description
- Job specifications
- Organizational structure

✓ Financial plan
- Estimating total cost (start-up costs, operating costs, administrative costs)
- Source of funds
- Projected cash flow
- statement for the first three years.
- Projected Income: profit & loss statement for the first three years
- Projected balance sheet for the first three years.
- Calculation payback period
- Projected sales plan
- Loan payment plan

✓ Implementation plan
- Meaning of implementation plan
- elements of implementation plan

✓ Appendices (supporting documents**)**

- **Description of business plan template**
  - ✓ Title/cover Page
  - ✓ Executive Summary
  - ✓ Description of the business
  - ✓ Production plan
  - ✓ Marketing plan
  - ✓ Business staff plan
  - ✓ Financial plan

Resources required for the learning outcome	
Equipment	Computers, projectors
Materials	• Flipchart, Marker pen, Pen , Internet
Tools	• Business plan template: questions that guiding trainee to write a business plan, Reference books

Facilitation techniques	• Oral presentation • Brainstorming • Questions and answers • Practical exercise • Brainstorming • Questions and answers • Story telling • Problem solving • Role play • Practical exercise
Formative assessment methods	• Written assessment • Oral presentation

Learning outcome 2: Write a business plan in line with the identified elements	**Learning hours: 10**
Indicative content	
• Design of business plan introductory part • Design of business production plan • Design of marketing plan • Development of business staffing requirement plan • Design of business financial plan	
Resources required for the indicative content	
Equipment	• Computer, Projector
Materials	• Flipchart, Markers , Pen , Internet
Tools	• Reference books, Case studies , scenarios
Facilitation techniques	• Brainstorming • Small group discussion • Questions and answers • Role play
Formative assessment methods	• Written assessment • Oral presentation

Learning outcome 3: Establish business contingency plan	**Learning hours: 7**
Indicative content	
• **Explanation of business contingency plan concepts** ✓ Definition of business contingency plan ✓ Purpose of contingency plan ✓ Importance of contingency plan: Reduction of the risk of uncertainty. Future is unpredictable. ...	

- Continuity of Work.
- Increase of credit availability.
- Prevention of Panic.

- **Identification of business risks**
  - ✓ Meaning of business risk
  - ✓ Types of business risk
  - ✓ Estimation of risks (Quantitative Qualitative)
    - Risk estimation tools (Risk impact chart, Probability chart)
- **Assessment of business risks associated to the business**
  - ✓ Meaning of risk assessment
  - ✓ Tools of risks assessment
    - SWOT analysis
    - PESTEL analysis
    - Risk matrix
    - Decision tree
    - Failure modes and effect analysis (FMEA)
    - Bowtie model
- **Development of contingency plan**
  - ✓ Steps of contingency planning
    - Make list of risks
    - Weigh risks based on severity and likelihood
    - Identify important risks
    - Create contingency plan for the biggest risk
    - Get approval for your contingency plan
    - Distribute contingency plan
    - Monitor contingency plan
    - Create new contingency plan if necessary

Resources required for the indicative content	
Equipment	• Computer, Projectors
Materials	• Flipchart, Markers, Pen…
Tools	• Reference books • Case studies • Business contingency plan template
Facilitation techniques	• Brainstorming • Oral presentation • Small group discussion • Documentary research • Internet research • Practical exercise
Formative assessment methods	• Written assessment • Oral presentation

Learning outcome 4: Present a business plan	Learning hours: 3

Indicative content

- **Preparation of business plan presentation**
  - ✓ Purpose of business plan presentation
    - Financing support
    - Strategic orientation
    - Attracting investors
  - ✓ Types of business plan presentation preparation:
    - Content preparation
    - Material preparation
    - Psychological preparation
  - ✓ Steps involved in preparation of business plan presentation
    - Analyse your audience
    - Select topics
    - Define the objective of the presentation of business plan.
    - Prepare the body of the business plan to be presented and anticipate the questions from audience
    - Prepare the suggestions and conclusion.
    - Deliver the presentation of business plan
- **Explanation of different ways to present the business plan**
  - ✓ Parties to present the business plan:
    - Shareholders
    - Stakeholders
  - ✓ Procedures involved in business plan presentation
    - Connect with your audience
    - Paint a picture in your audience' minds
    - Put credibly content
    - Use statistics and data
- **Presentation of business plan**
  - ✓ Techniques to present your business plan
    - Only write key points
    - Don't read them, speak about them
    - Use visualization, pictures, symbols, colors, tables
    - Be short, concise, come to the point, not more than 10 min.
    - React positive to questions
    - Use body language, voice, appearance
    - Try to convince
    - Integrate comments, suggestions and remarks in the business plan
    - Plan to maintain and enforce relationship with stakeholders (audience) for further collaboration

Resources required for the indicative content

Equipment	• Computer, Projector
Materials	• Internet
Tools	• Reference books, Case studies , scenarios

Facilitation techniques	• Brainstorming • Small group discussion • Questions and answers • Role play Individualized
Formative assessment methods	• Written assessment • Oral presentation

References:

1. **Omagor, P. a. (2010). Entrepreneurship education for advanced level students.**
2. **Ssempijja, M. (2011). Entrepreneurship education for advanced level and business institutions, third edition. Uganda: Kyambogo University.**
3. **SANGSTER, F. W. (2005). Bussiness accounting, tenth edition. UK: Pearson Education Limited.**

Read more: http://www.businessdictionary.com/definition/breakeven-point.html