



Project & Contract Management

Creating a Successful Business Plan for Project Directors

Course Introduction

This three-day training program will provide participants with the tools and information needed to construct a business plan for effective projects.

Target Audience

1. Project Directors
2. Program Managers
3. Senior Project Managers
4. Operations Managers
5. Business Development Managers
6. Strategic Planners
7. Executive Managers
8. Portfolio Managers
9. Entrepreneurs
10. Senior Business Analysts

Learning Objectives

- Understand key components of effective business models.
- Develop and refine business model.
- Apply Value Proposition Design to strengthen offering.
- Learn to craft a compelling executive summary.
- Assess market size, growth, and potential for ideas.
- Identify and leverage market opportunities for business success.
- Analyze competition and its impact on product/service.
- Identify unique differentiators for project.

- Evaluate risks and how to mitigate them.
- Create customer profiles and strategies for targeting them.
- Explore pricing models that maximize value and competitive edge.
- Plan how to enhance value to both users and the community.
- Define project's role within the wider community.
- Identify organizational structures that best support business goals.
- Learn about different funding strategies for business sustainability.
- Understand partnerships, acquisitions, and exit strategies for growth.

Course Outline

- **Day 01**

Introduction and Overview

- Present your business idea to the group
- Discuss your goals and objectives for attending the course
- Learn about your fellow participants

Business Model

- Learn how to develop and assess business models
- Develop a business model for your own idea
- Discover Value Proposition Design

- **Day 02**

Executive Summary and Market Opportunity

- Learn how to create an attention-grabbing executive summary
- Define the market size, growth, and potential for your project

- Discover how market opportunities can shape your business plan and lead to success

Product/Service & Competition

- Learn how to assess competition and how that may affect the products or services you offer to your users/stakeholders
- Identify factors that set your project apart from others, as well as potential risks

Marketing and Sales

- Create a profile for your users and how you will reach them
- Discover pricing strategies you can implement
- Plan for creating and enhancing your value to users and the scientific community

• Day 03

Operating Plan & Organizational Structure

- Determine your project's role in the wider community
- Identify an organizational structure that will help your project succeed and meet the goals you establish in your business plan

Financials & Planning

- Review funding options and strategies to support your business plan and sustainability goals
- Discuss partnerships, acquisitions, and exit strategies to consider in your business plan

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 4, 2025	May 6, 2025	3 days	4250.00 \$	KSA - Riyadh
July 28, 2025	July 30, 2025	3 days	4250.00 \$	UAE - Dubai
Oct. 20, 2025	Oct. 22, 2025	3 days	4250.00 \$	UAE - Abu Dhabi