

## **ANNEX – Course Information**

### **Course 6: 101 of A Winning Business Plan**

#### **1. COURSE OBJECTIVE**

A comprehensive, carefully thought-out business plan is essential to the success of any business. Whether you are starting up a new business, expanding existing product lines, or proposing new business activities in an organisation, it is important for a well-conceived and well-packaged business plan.

This e-learning course focuses on the essentials of a business plan. It addresses the importance of products and services to its customers; highlights the impact of markets and competitors; and emphasises the significance of financial plan and business controls in a business.

*“I've learned many things about business operation and pricing strategies.”*

- Leona Koh

#### **2. COURSE SCHEDULE & DURATION**

Anytime, anywhere – 4hrs

#### **3. TARGET GROUP OF PARTICIPANTS**

This course is useful for aspiring entrepreneurs and individuals who want to learn how to write a winning business plan.

#### **4. COURSE DELIVERY**

Online via mobile app or web browser.

#### **5. TOPICS COVERED**

At the end of the programme, you will

1. gain an understanding of the visual elements in an online store
2. learn how to use them to make your website stands out from the competition
3. understand some of the features of an online store that are used to optimise sales
4. understand how online stores are organised to make the experience as seamless as possible for your customers.

#### **SOFTWARE USED**

Chrome browser or Gnowbe app

#### **7. CERTIFICATION**

Electronic Certificate of completion.