

**Programme on
Business Planning Strategy for
Success & Faster Growth in 2018**

Friday, April 20, 2018 • 9.30 a.m. to 5.00 p.m.



Venue: Torrent-AMA Management Centre, Core-AMA Management House, AMA Complex, ATIRA Campus, Ahmedabad

RATIONALE: Business Planning is assembling and directing all your resources in a systematic manner toward what your business wants to achieve. Planning is developing clear actions or strategies in order to achieve Business targets and goals.

This programme offers a practical, step-by-step method to business planning for achieving targets and goals thus, thrusting growth. This programme will tell you how to make a rational use of time, effort and money when executing a plan. In a globalised environment, where the pressure on cost is high, the difference between a company with trained skill in Business Planning and one without, will certainly determine a company’s professionalism and profit making ability for growth.

A major objective is to plan and complete tasks successfully, whilst achieve growth in a systematic and professional manner. This programme therefore aims :

For Organisation:

- To approach Business Planning in a professional manner.
- Understand the advantage of Business Planning. Achieving goals becomes easy.
- Understand the basic tools of planning. Immediate ways to deal with different aspects of business.
- How to plan, organize and step-by-step controlling during the implementation of the plan.
- Tried and tested approaches to tackle various type of situation.

PARTICIPANTS PROFILE: The programme will benefit all businessman from small and medium scale industries and executives and staff from the corporate world.

WHAT WILL IT COVER:

Session One : Introduction; Planning theory; Elements of planning; Planning styles; Planning process and stages; Contingency planning; Writing a Plan

Session Two : Practical planning & scheduling; Tools of planning; Communicating the plan; Organizing to plan; Planning cycle; Implementing the plan; Controlling the plan

METHODOLOGY: Participative and interactive, Presentation, success stories, problem discussions and course material

FACULTY: **Mr. Ajoy Kumar Guha** former Executive Director (Business Development) of Renoir Consulting-UK, before becoming a management consultant has served various industries for 30 plus years.

FEE: Rs.1,600/- per participant including GST. Concession for Members 10%, Patron Members 20%. Fee includes course fee, cost of reading material, lunch & refreshment. Cheque should be drawn in favour of “Ahmedabad Management Association”.

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Registration Form: **[April 20, 2018 • 9.30 a.m. to 5.00 p.m.]**

Please fill-in and return this form along with participation fee to :

Ahmedabad Management Association, AMA Complex, Ahmedabad 380015.

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Name(s)	Position
1.	
2.	
Organisation:	
GST No.:	AMA GST No.: 24AAATA 5881D1Z0
Address:	
Telephone(s):	Mobile:
E-mail: <input type="text"/>	