



Programme on
**How to Create a Business Plan
& Develop Strategies for Success**
Friday, February 3, 2017 - 9.30 a.m. to 5.00 p.m.

Venue: Torrent-AMA Management Centre, Core-AMA Management House,
ATIRA Campus, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015

This workshop is designed to assist Companies & Entrepreneurs to draw up their Business Plans professionally. It will also outline mechanism for implementation to achieve superior results. A practical work-book to design & implement Strategies to achieve superior results will be provided.

The workshop will be suitable to middle to senior managers from all departments/ functions, businessmen and entrepreneurs.

Content:

- Why make Business Plans ? How to Make Business Plans ?
Types of Business Plans
- Contents of a Business Plan, Importance of Thinking Strategically: Strategic Planning - Process & Methodology,
- External Scan (PEST Analysis), Internal Appraisal, Market & Competitors' Analysis
- Vision, Mission Statements & Articulating Values/ Beliefs
- Developing Goals. Objectives & Key Strategies, Crafting one page Strategic Summary
- Developing Action Plans (Priorities) and Activities, Linking Company Goals to KRAs (Key Result Areas)
- Ensuring Plans' Execution: Putting in place an Implementation Mechanism, Building Performance Monitoring Dash Board.
- Why Plans & Strategies Fail & How to Ensure Success ?

Faculty:

Mr Ashok Sharma, Bachelor of Technology from the *Indian Institute of Technology (IIT, Delhi)* and MBA from the Faculty of Management Studies (FMS). He successfully completed specialized programmes at the *Wharton School of the University of Pennsylvania & the American Management Association, USA*. He has been a visiting faculty at several management institutes and has conducted over 1500 seminars.

He is a UN Certified and trained Trainer and has been practicing as a Management Consultant & Trainer for over a decade. He is the recipient of several awards; including a national award at the hands of Mr Pranab Mukherjee & Best Trainer Award from Chartered Institute of Logistics.

Earlier, he held senior positions and has corporate experience of 35 years in various senior positions as Vice President, Blue Star Ltd, President, Pidilite Industries Limited, Whole Time Director, Mather & Platt Ltd and Chief Operating Officer, TechNova Imaging Systems Ltd.

He is Former President of Bombay Management Association (BMA) and has personal hands-on experience in the areas of Strategic/ Corporate Planning and is currently advisor to reputed Companies..

Fee:

Rs.1500 per participant. Fees include course fee, cost of reading materials, lunch and refreshments. (Concession: 10% for members, 20% for patron members). The cheque may please be drawn in the name of '**Ahmedabad Management Association.**'

Registration:

Please send your registration along with participation fee to:

Ahmedabad Management Association

AMA Complex, Dr. Vikram Sarabhai Marg, Vastrapur,
Ahmedabad 380 015

Phone:079-26308601-5 • Mobile : 9537407187 • Fax:079-26305692

E-mail: ama@amaindia.org • Website: www.amaindia.org

Mobile App: AMA-Ahmedabad amaIndia.org



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Cheque should be drawn in favour of
"Ahmedabad Management Association".

Name(s) _____ **Position** _____

1. _____

2. _____

Organization: _____

Address: _____

Pin Code: _____

Telephone(s): _____ **Mobile:** _____

Fax: _____

E-mail: