

BUSINESS DEVELOPMENT PLANNING

Onsite — 2 days

Currently, increasingly sharp business competition requires companies to continue to make new innovations and business development in order to be able to compete, survive and excel. Poor business planning will result in risks that can interfere with company performance. To apply the concept of business in the form of a real business plan we must pay attention to all aspects of the economy which include the industrial environment, business aspects, and management.

In the two-day program 'Business Development Planning', participants gain knowledge and experience to help them improve their competence in creating comprehensive and workable business plans. This business plan program analyzes business scenarios by considering existing opportunities and threats and discusses strategic and functional aspects comprehensively.

Learning Objectives

After participating in this program, participants are expected to improve their ability to apply business concepts to the context of business, industry or company.

Learning Scope

Day 1

- Business Creation
- Market Analysis
- Marketing Plan
- Human Resource Plan

Day 2

- Operation Plan
- Financial Plan
- Financial Plan and Risk Mitigation

Learning Methods

- Lectures
- Videos
- Case Studies
- Group discussions

Participants

- Board of Directors
- General Manager
- Business Development Manager Corporate Planner
- Functional Manager involved in business development

Consultant



MICHAEL WEHANDY

Michael Wehandy's expertise is in the subject of social media, digital marketing, and business development. Michael Wehandy has 12+ years of career and business experience in various companies from retail, FMCG, and luxury goods industries.



SWITOMO SANTOSO

Switomo's core expertise includes Finance, Accounting, and Supply Chain. He also has exposure to MNCs, both local and abroad, with over 20 years in Retail, Automotive, Banking, Financial, and Manufacturing sectors.

**Subject to availability*

Tuesday - Wednesday

08:30 - 16:00 WIB

4 - 5 February 2025

21 - 22 October 2025

Investment

IDR 7.600.000,-

Subject to 11% VAT.

Early Bird:

- Investment fee deduction of 10% for payments made 5 (five) days prior to the program commencement
- For corporate partnership or deals, please contact our Business Partnership Officer +62 811-1991-1168 (Phone/Whatsapp)