



Returning Experts Workshop

on

PROJECT MANAGEMENT & PREPARING A BUSINESS PLAN

**BAMENDA CITY COUNCIL LIBRARY
AUGUST 27 – 29, 2010**



WORKSHOP TIME TABLE – AUGUST 27 – 29 2010					
Day	Time	Activity	Facilitator	Timing	
DAY 1 Friday 27/08/10	8.30 am	Arrival of Participants and Registration	Secretariat	30mins	
	9:00 – 9:30am	Welcome and Introduction to the Workshop Program <i>Ice Breakers & Laying down of the ground rules</i>	Fon	30mins	
	9:30 – 10:00am	Hopes, Fears and Expectations	Fon / George	30mins	
	10:00 – 10:30am	Key Objectives of the Workshop	Fon	30min	
	10:30 – 11:00am	Break - Networking			
	11:00 – 12:30pm	Introduction to Fundamentals of Project Management	Fon/George	90mins	
	12.30 – 01:30 pm	Case Studies and Practical Exercises on Project Management	George / Fon	60mins	
	01:30 – 2:30 pm	Lunch break			
	2:30 – 3:30 pm	Group Work Presentations	Team Leaders	60mins	
	10 Minutes	Energizer			
03.40 – 04.30pm	CASE STUDIES – Questions and Answers	Fon & Team	50mins		
GOOD NIGHT					
DAY 2 Saturday 28/08/10	8:30 – 9:00am	Review of Day 1 work	Evelyn/Secretariat	30mins	
	9:00 – 10:30am	FUNDAMENTALS OF A BUSINESS PLAN	Fon / George	90mins	
	10:30 – 11:00am	Break			
	11:00 – 12:30pm	Practical Exercises on Writing a Business Plan	George / Fon	90mins	
	12.30 – 01.30pm	CASE STUDIES in Business Plans	Evelyn / George	60mins	
	1:30- 2:30pm	Lunch Break			
	2:30 - 3:30 pm	Work Groups	Fon/George	60mins	
	3:30 – 3:40pm	Energizer			
DAY 3 Sunday 29/08/10	3.40 – 4:30pm	Packing Lot, Questions and Answers, General Discussions.....			
	8:30 – 9:00am	Review of Day 2 work			
	9.00 – 11.00	Group Work Presentations			
	11.00 – 12.00	General Discussions & Evaluation of Workshop			
		Lunch & Closing Remarks			



Workshop Objectives and training outlines

A- Project Management

At the end of this training, participants will be able to Design, Implement, Manage and Evaluate a Project. Topics to be treated are;

- + Overview of the Project Life Cycle
- + Projects (*Community*) Needs Assessment
- + Project Design
 - o Developing a Problem Statement
 - o Project Goals and Objectives
- + Project Implementation Plan
- + Project Staffing; Job Descriptions and Training Plan
- + Project Monitoring and Evaluation
- + Recordkeeping and Reporting
- + Project Budgeting
- + Project Sustainability

B- Business Plan Preparation

At the end of this training, participants will;

- + Understand the value of writing a business plan.
- + Learn the eight detailed components of a business plan.
- + Know the five steps towards the completion of the business plan
- + Prepare a winning business plan

Preparing a winning Business Plan

A Business Plan must answer these Top Ten Questions

1. Is there a market? Has the opportunity been well defined?
2. What is the primary product or service?
3. Who are the target customers?
4. Who is the competition and what are the barriers to entry?
5. Who comprise the management team?



6. What is the pricing structure model?
7. What are the risks and market constraints?
8. What sales distribution channels will need to sell the product or service?
9. What is the current financial cash flow and break-even plan?
10. What are your financial needs?

Writing the Business Plan

There are usually eight components, excluding the title page and table of contents:

1. Executive Summary
2. Marketing Analyses
3. Company (Organization) description
4. Marketing and Sales Strategies
5. Products and Services
6. Operations
7. Management and Ownership
8. Financial Plan

Course delivery methodology

- The learning methods used in this course include; Short lecture, Small group work, Case studies, Action plans and Hands-on activities.
 - We shall use power-point, flip charts and practical exercises in work groups.

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