

Business Investment and Development

Day 1: Foundations of Business Investment and Development

Objective: Understand the fundamentals of investment and the key drivers of business growth.

Session 1: Introduction to Business Investment

Types of investments (equity, debt, venture capital, strategic alliances)

Investment life cycle and decision stages

Risk vs. return analysis

Session 2: Understanding Business Development

Strategic growth vs. operational expansion

Market entry and business scaling strategies

Role of innovation and partnerships in development

Session 3: Linking Investment to Development Goals

Aligning investments with strategic objectives

Short-, medium-, and long-term impact planning

Case studies on successful investment-led growth

Day 2: Investment Appraisal & Financial Planning

Objective: Learn how to assess the financial viability of business investments.

Session 1: Investment Appraisal Techniques

Net Present Value (NPV), Internal Rate of Return (IRR)

Payback period, Profitability Index

Sensitivity and scenario analysis

Session 2: Budgeting and Financial Forecasting

Revenue and cost projections

Break-even and cash flow analysis

Capital budgeting principles

Session 3: Risk Assessment and Mitigation

Identifying and managing financial and operational risks

Building contingency plans

Using decision trees and Monte Carlo simulation basics

Day 3: Market Analysis & Opportunity Identification

Objective: Explore how to analyze markets, identify investment opportunities, and plan expansion.

Session 1: Market Research and Competitive Analysis

Tools for market and industry analysis (SWOT, PESTLE, Porter's Five Forces)

Understanding consumer behavior and market trends

Identifying competitive advantages

Session 2: Opportunity Sourcing and Evaluation

Startups vs. M&A vs. greenfield development

Evaluating strategic fit and synergy potential

Early-stage vs. mature business opportunities

Session 3: Feasibility Studies and Business Cases

Components of a strong feasibility study

Structuring and presenting a business case

Gaining stakeholder approval

Day 4: Strategic Growth & Scaling Operations

Objective: Develop strategies for sustainable growth and effective resource allocation.

Session 1: Business Development Strategies

Organic growth, joint ventures, franchising, licensing

Product/service diversification

International market entry strategies

Session 2: Resource Planning for Growth

Human capital and organizational structure

Operational scaling and supply chain adjustments

Technology and infrastructure investment

Session 3: Managing Change and Organizational Culture

Change management frameworks (Kotter, ADKAR)

Leadership alignment with business growth

Communication strategies for scaling teams

Day 5: Pitching, Partnerships & Execution Planning

Objective: Prepare participants to present investment proposals and execute development plans effectively.

Session 1: Business Planning and Execution Frameworks

Strategic implementation plans (OKRs, KPIs)

Monitoring, evaluation, and pivoting

Governance and compliance considerations

Session 2: Building Investor and Partner Confidence

Crafting compelling investment proposals

Pitching to investors, lenders, or boards

Negotiating terms and structuring deals

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