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COURSE

# Write Your Business Plan in a Weekend

A 5-module course with a ready-to-fill business plan template and financial projections

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For Nigerian small businesses

**Write Your Business Plan in a Weekend**

A 5-module course with a ready-to-fill business plan template and financial projections

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# How to take this course

A business plan doesn't need to be 50 pages of jargon. A good small-business plan is **clear, honest and backed by numbers** — usually 10 to 20 pages.

This course helps you write one in a weekend:

| Session | Modules | Time |
|---|---|---|
| Friday evening | Module 1 — Purpose and big picture | 1.5 hours |
| Saturday morning | Module 2 — Market and competition | 3 hours |
| Saturday afternoon | Module 3 — Marketing, operations and team | 3 hours |
| Sunday morning | Module 4 — Financial projections | 3–4 hours |
| Sunday afternoon | Module 5 — Executive summary, polish and pitch | 2 hours |

## What's in your download

- **Course workbook** (this PDF).
- **Business plan template** (Word document) — every section with prompts; replace the prompts with your answers.
- **Financial projections spreadsheet** — sales forecast, costs, profit & loss, break-even and cash flow, with formulas.

> 💡 **TIP**
> Write first, polish later. Your first draft can be rough bullet points. Clarity matters more than fancy language.

MODULE 1

# Purpose and big picture

## Lesson 1.1: Who is the plan for?

The same business can need different plans:

| Reader | What they care about most |
|---|---|
| Bank or microfinance lender | Can you repay? Cash flow, collateral, track record |
| Grant or competition | Impact, jobs created, innovation, how funds will be used |
| Investor | Market size, growth potential, team, return on investment |
| Partner or co-founder | Roles, vision, how profits are shared |
| Yourself | Clarity, priorities, targets |

Decide your main reader first — it shapes what you emphasise.

## Lesson 1.2: Business overview

Answer in plain words:

- Business name, legal structure (business name or limited company) and registration status.
- Location and service area.
- What you sell and to whom.
- When you started (or plan to start) and what you've achieved so far.
- Vision (where you want to be in 3–5 years) and mission (what you do every day).

## Lesson 1.3: Products and services

Describe each product or service: what it is, the customer problem it solves, the price, and what makes it different. Include photos in an appendix if they help.

✍ **YOUR TASK**

**Template sections 2–3:** complete the Business Overview and Products & Services sections.

# End of the free sample

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