

MONARCH VIEW 

# Designing & Building a Training Business

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**MONARCH VIEW** 

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[www.allanaustin.com](http://www.allanaustin.com)

We can help you design and build your training business.

1. The place to start is most often developing a business plan. Below is an outline, which we would discuss and shape to fit your situation.
2. We also would like you to consider if you are an entrepreneur and if you have the skill set and orientation to be a successful entrepreneur. [See Appendix A below for a self-scoring questionnaire you can take perhaps with others involved to learn if you have what it will take or if there are areas you should develop or acquire.]

## Business Plan Outline

<p><b>1.0 Executive Summary</b>                      1.1 Objectives                      1.2 Mission                      1.3 Keys to Success</p>	<p><b>2.0 Company Overview</b>                      2.1 Company Ownership                      2.2 Start-Up Summary                      2.3 Company Locations and Facilities</p>	<p><b>3.0 Services</b>                      3.1 Competitive Comparison                      3.2 Sales Literature                      3.3 Technology                      3.4 Future Services</p>	<p><b>4.0 Market Analysis</b>                      4.1 Target Market Segment Strategy                      4.2 Business Analysis                      4.2.1 Business Participants                      4.2.2 Industry Overview /Marketing Overview.</p>
<p><b>5.0 Marketing</b>                      5.1 Marketing Strategy                      5.2 Pricing Strategy                      5.2.3 Sales Strategy                      5.4 Sales Forecast/Sales Monthly                      5.5 Sales Programs                      5.3.6 Milestones</p>	<p><b>6.0 Management</b>                      6.1 Organizational Structure                      6.2 Management Team                      6.3 Management Team Gaps                      6.4 Personnel Plan /Personnel</p>	<p><b>7.0 Financial Plan</b>                      7.1 Important Assumptions                      7.2 Key Financial Indicators                      7.3 Break-even Analysis                      7.4 Projected Profit and Loss                      7.5 Projected Cash Flow                      7.6 Projected Balance Sheet                      7.7 Business Ratios</p>	<p><b>8.0 Financial Charts</b>                      8.1 Pie                      8.2 pie II                      8.3 Pie III  <b>9.0 Appendices</b>                      9.1 Market data                      9.2 Competitive data</p>

3. Clearly painting your vision for a business comes next. You want to be thinking about the answers to the following questions [these are some examples] which we can discuss and help you think through, articulate and then document:
  - What problems will you help your customers solve?
  - What makes you unique and better? Who besides you thinks so?
  - What is or will be your proof of performance?



4. Who will be your competitors? How will you build one or more competitive advantages?
5. Who could be your collaborators? How will you develop a set of collaborative advantages?
6. Develop your brand and your offering based upon the best positioning of your business in the marketplace.
7. We can help you collect information for answering the above questions by emailing, faxing, or otherwise contacting people in the industry. [See example below:]

**Middle East Training Questions**  
Please email your response by 20 July 2007

Please mark your answers in the boxes next to YES or NO and write your comments in the light blue areas. The box will enlarge as you add words. If you want you can mark Y or N beside any sub-question or comment showing your agreement or disagreement. **Please attach materials or URLs, etc.**

**Training: A Growth Industry in the Middle East?**

1. Do you agree the training industry across the Middle East will continue to enjoy strong growth over the next 5 years? *Please place mark either YES or NO as you go.*
  - Yes
  - No

Please give us any % growth figures you expect for any of the Middle Eastern Countries. Also please send us any materials, charts, or articles you might have on this subject.



ASTD Training Global Investment

8. We can analyze an industry globally, then regionally and locally. We determine the industry dynamics, the competitive and collaborative advantages.



[NOTE: you can click and expand any graphic.]

- We also develop your industry cost structure and business models.
- We can help you determine what your equipment and facilities should be.
- We can help you formulate your cost structure, your margins, your pricing strategy, and build your operating and capital budgets.
- We will develop a discussion document to get people on board with your plans including potential investors.

The above is to show you what we do and to give you an idea of how we do it as well. Our work for you would depend on your needs. The focus of the above areas is on the first phase creating your training business.

We can also help you:

- Find and develop strategic competitive and collaborative alliances
- Design the layout of your facilities,
- Explore how you can best use the Internet
- Negotiate with your suppliers
- Help you decide what your organization structure should be
- Assess the skill sets you will need
- Help attract and retain the talent you will need
- Connect you with the training industry
- Evaluate what risks you may encounter, how you might best protect yourself from them, and suggest what kinds of internal systems you might employ,

Our oldest client located in Kuwait has retained our services for 8 years now. We began at US \$4,500, which has grown to US \$7,000 per month today. For your business, we suggest that we begin with US \$2,500 per month for which we will provide 1-3 days of work per month for at least four months and then you can evaluate whether our work is worth continuing, increasing, or stopping.