

## An LDI Training Course

# FUNDAMENTAL BUSINESS PLANNING

by

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### *Introduction*

Business plan is a fundamental document that any new business should have in place prior to beginning operations. There are benefits to creating (and sticking to) a good business plan. These include being able to think through ideas before investing too much money in them and working through potential obstacles to success.

A good business plan should outline all the projected costs and possible pitfalls of each decision a company makes. Basic elements of business plan are executive summary of the business and detailed descriptions of its operations, products and services, and financial projections. A plan also states how the business intends to achieve its goals.

The existing Company also required developing a business plan especially if there is a plan to open new operations, branch, products, or new technology to improve the profitability.

### *Objective*

A Three days Fundamental Business Planning workshop was designed to give strong understanding of what business planning is and how to apply it on participants' daily job.

### *Benefit of Attending*

By attending this workshop, participants will be able to prepare a business plan for their own projects, prepare a long, middle and short term business plan with all business component and parameters including how to choose the most optimum decision among many options.

## **Contents**

### **Day 1:**

- What is a business plan
- How to prepare a business plan effectively
  - o Executive Summary
  - o Business Idea
  - o Sector and Markets
  - o Marketing and Sales
  - o Management
  - o Opportunity and Threats
  - o Financial Plan
- Financing Your Idea
- Putting your idea into practices - Workshop to prepare basic business plan

### **Day 2:**

- Business Plan in Oil and Gas Industry
- Plan Options
- Discussion based on participant cases
- Benefit of your business plan, how to monetize

### **Day 3**

- Full day workshop on participant's business plan real case.
- Group discussion
- Wrap up, conclusion and feed back

## **Who should attend**

The workshop was designed for lower and middle management and senior professionals who on day to day job often face a business planning, such as surface and subsurface engineers, finance, HR, etc., so they could understand bigger picture of business process including cost and benefit of the project or any business proposal.

**Methodology of the workshop** are lecturing on basic knowledge of business plan and how to develop a business options, discussion and workshop on how to develop simple business plan based on their day to day activities.

### ***Workshop Facilitator***

Ateng Surachmat, 35 years experiences in upstream oil and gas industry as professional and management.

He earned BS from Geology Dept, ITB in 1987 and MBA from IPMI-Monash University in 1997.

He started his career as Geologist, then move to HSE, Operations, HR and his last position is as a GM in one of PSC in Indonesia.

On his spare time, he became a lecturer of Petrophysic subject in Geophysics Eng Dept. ITB.

He also experiences as a facilitator and trainer on various in house and public training and workshops on technical, HSE, HR and Management subjects.

His wide range and deep exposures on various positions in upstream oil and gas industry will be an advantage for participants so they could learn on various aspects.

Ateng is currently holding the position of a Senior Trainer of LDI Training and he certified to conduct its courses.

### **TRAINING CONFIRMATION**

LDI Training will provide a Confirmation Letter after we receive registration according to the required quota.

**For course registration and more information please email to**

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