

Business Planning Mastery

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Publisher: readolla.com

Published date: 2025

Here is the translation to English:

2023-2024 Business Calendar Personalized A5+

Introduction to Business Planning

- **Introduction to Business Planning**

- Definition of Business Planning
- Importance of Business Planning

- **Setting Business Goals**

- Definition of Business Goals
- Types of Business Goals
- Process of Setting Business Goals

- **Market Situation Analysis**

- Definition of Market Situation Analysis
- Influence of Market Situation Analysis on Business Planning

Strategic Planning

- **Definition of Strategic Planning**

- Characteristics of Strategic Planning
- Importance of Strategic Planning

- **Diagnosis of Company Situation**

- Definition of Company Situation Diagnosis
- Process of Company Situation Diagnosis
- Influence of Company Situation Diagnosis on Strategic Planning

- **Establishing Strategic Goals**

- Definition of Strategic Goals
- Types of Strategic Goals
- Process of Establishing Strategic Goals

- **Determining Business Strategy**

- Definition of Business Strategy
- Types of Business Strategy
- Process of Determining Business Strategy

Operational Planning

- **Definition of Operational Planning**

- Characteristics of Operational Planning
- Importance of Operational Planning

- **Establishing Operational Priorities**

- Definition of Operational Priorities
- Types of Operational Priorities
- Process of Establishing Operational Priorities

- **Determining Operational Plan**

- Definition of Operational Plan
- Characteristics of Operational Plan
- Process of Determining Operational Plan

- **Monitoring Operational Plan Implementation**

- Definition of Monitoring Operational Plan Implementation
- Influence of Monitoring Operational Plan Implementation on Operational Planning Effectiveness

Finance and Accounting

- **Definition of Finance and Accounting**

- Characteristics of Finance and Accounting
- Importance of Finance and Accounting

- **Establishing Company Budget**

- Definition of Company Budget
- Types of Company Budget
- Process of Establishing Company Budget

- **Determining Accounting Plan**

- Definition of Accounting Plan
- Characteristics of Accounting Plan
- Process of Determining Accounting Plan

- **Monitoring Accounting Plan Implementation**

- Definition of Monitoring Accounting Plan Implementation
- Influence of Monitoring Accounting Plan Implementation on Financial Planning Effectiveness

Human Resource Management

- **Definition of Human Resource Management**

- Characteristics of Human Resource Management
- Importance of Human Resource Management

- **Establishing Recruitment Strategy**

- Definition of Recruitment Strategy
- Types of Recruitment Strategy
- Process of Establishing Recruitment Strategy

- **Determining Career Development Plan**

- Definition of Career Development Plan
- Characteristics of Career Development Plan
- Process of Determining Career Development Plan

- **Monitoring Career Development Plan Implementation**

- Definition of Monitoring Career Development Plan Implementation
- Influence of Monitoring Career Development Plan Implementation on Human Resource Management Effectiveness

Marketing and Sales

- **Definition of Marketing and Sales**

- Characteristics of Marketing and Sales
- Importance of Marketing and Sales

- **Establishing Marketing Strategy**

- Definition of Marketing Strategy
- Types of Marketing Strategy
- Process of Establishing Marketing Strategy

- **Determining Sales Plan**

- Definition of Sales Plan
- Characteristics of Sales Plan
- Process of Determining Sales Plan

- **Monitoring Sales Plan Implementation**

- Definition of Monitoring Sales Plan Implementation
- Influence of Monitoring Sales Plan Implementation on Marketing and Sales Effectiveness

IT and Technology

- **Definition of IT and Technology**

- Characteristics of IT and Technology
- Importance of IT and Technology

- **Establishing IT Strategy**

- Definition of IT Strategy
- Types of IT Strategy
- Process of Establishing IT Strategy

- **Determining Technology Development Plan**

- Definition of Technology Development Plan
- Characteristics of Technology Development Plan
- Process of Determining Technology Development Plan

- **Monitoring Technology Development Plan Implementation**

- Definition of Monitoring Technology Development Plan Implementation
- Influence of Monitoring Technology Development Plan Implementation on IT and Technology Effectiveness

End of Year - Reporting and Planning for the Future

- **Reporting Yearly Results**

- Definition of Reporting Yearly Results
- Influence of Reporting Yearly Results on Planning for the Future

- **Planning for the Future**

- Definition of Planning for the Future
- Influence of Planning for the Future on Business Planning Effectiveness

The book can be purchased at

<https://readolla.com/business-planning-mastery>

