



**THE UNITED REPUBLIC OF TANZANIA**  
**INSTITUTE OF ACCOUNTANCY ARUSHA**



**SHORT COURSE ANNOUNCEMENT**  
**ON**  
**STRATEGIC AND BUSINESS PLAN DEVELOPMENT**

**(30<sup>th</sup> October – 08<sup>th</sup> November 2018 -IAA Arusha Campus, Arusha)**

**1.0 Course Background**

As it is well stated by many Scholars that lack of proper planning is one of the most often cited reasons for business failures. As a mitigation for the problem, institutions develop both Strategic Plan and Business Plan in order to create the combination of factors that sets the business apart from its competitors and gives it a unique position in the market. This is what is called a competitive advantage. Every business must establish a plan for creating a unique image in the minds of its existing and potential customers and other stakeholders. A company builds a competitive edge on its core competencies, which are a unique set of capabilities that a company develops in key operational areas, such as quality, service, innovation, team building, flexibility, responsiveness, and others, that allow it to vault past competitors. These are what the company does best and are the focal point of the strategy.

**2.0 Course Contents**

This course is aimed at enabling participants to develop a “Strategic plan” and “Business plan” so that the firm identifies some ways to differentiate it from competitors, minimize failure rate and effectively utilize their resources so as to achieve organization goal.

**3.0 Course Rationale**

At the end of the workshop, participants will be able to:

- (i) Apply key principles of Management and leadership to insure Institutional sustainability
- (ii) Develop a business idea & Conducting a feasibility analysis;
- (iii) Develop a business model & build a Competitive Advantage;
- (iv) Strategically identify and design a sustainable development project
- (v) Establish a competitive fund raising strategies
- (vi) Develop a reputable Business plan and
- (vii) Develop a solid Strategic Plan;

**4.0 Target Group**

The course is relevant to all Directors, officers, managers, Heads of Departments and employees in public and private firms including not-for-profit organizations & government departments, business owners, consultants, trainers, mentors and any interested parties.

## 5.0 Methodology

The course will be conducted through lectures, discussions and case studies analysis. Participants will be offered an opportunity to refocus, refresh and re- dedicate.

## 6.0 Fees & Mode of Payment:

The fee for the course is TZS 1,400,000/= (One Million Four hundred thousand only) per participant to cover for tuition fee, training materials, tea/coffee, lunch and a one day study tour to one of the National Park in Arusha. Participants will have to arrange for their own travel, accommodation and upkeep while attending the course in Arusha. Payment may be in cash, cheques or TISS paid directly to our **Bank Account No. 014103007130 in the name of Institute of Accountancy Arusha, NBC, Arusha Branch. Early registration is highly encouraged and appreciated.**

## 7.0 Date, Duration and Venue:

This course will be conducted from **Tuesday, October 30<sup>th</sup> to Thursday, November 8<sup>th</sup>, 2018 (8 working days)** at the Institute of Accountancy Arusha, located at Njiro Hill-Arusha.

## 8.0 Contact Persons

For more details please don't hesitate to contact any of the following:

### Course Director

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### Head of Department – Consultancy & Executive Development

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### Course Administrator/Secretary

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## APPLY TO:

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