



THE UNITED REPUBLIC OF TANZANIA
INSTITUTE OF ACCOUNTANCY ARUSHA



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

The Institute of Accountancy Arusha will conduct **eight days** short course on the above subject from **August 6 to 15, 2018** at the Institute of Accountancy Arusha (**Main Campus**), Njiro Hill.

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 Plans and Business Plans 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 THE OBJECTIVE OF THE COURSE

This course is aimed at enabling participants to develop a “**Strategic Plan**” and “**Business Plan**” so that a 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 BENEFITS/OUTCOMES OF THE SHORT COURSE

At the end of this course participants will be in a position to:

- (a) Apply key principles of management and leadership to insure institutional sustainability;
- (b) Develop a business idea & conducting a feasibility analysis;
- (c) Develop a business model & build a competitive advantage;
- (d) Strategically identify and design a sustainable development project;
- (e) Establish a competitive fund raising strategies;
- (f) Develop a reputable Business Plan; and
- (g) Develop a solid Strategic Plan;

4.0 TARGET GROUP

The course is relevant to all Directors, officers, managers, Heads of Department 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 COURSE 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 one day trip to one of the National Parks in Arusha. Participants will have to arrange for their own travel, accommodation and upkeep while attending the courses in Arusha. Payment may be in cash, cheques or bankers draft or TISS paid directly to our **Bank Account No. 014103007130 NBC, Arusha Branch.**

7.0 DATE, DURATION AND VENUE

This course will be conducted in Arusha City for **eight working days** from **Monday 6th to Wednesday 15th, August, 2018** at the Institute of Accountancy Arusha – **Main Campus**, located at Njiro Hill-Arusha.

8.0 CONTACT PERSONS

For more details you may contact the following:

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Early confirmation and registration is highly encouraged and appreciated.