



Fair & Sustainable
Consulting

Online
training



Business Case
Development

Do you want to train entrepreneurs to grow their businesses or write a sound business case? Or do you want your staff to be able to assess business plans better?

Sustainability is a growing and important topic in international development. In the field of [agricultural] economic development, many development organizations have started to support small and medium enterprises (SMEs), who are considered essential providers of jobs and economic growth. For SMEs to thrive and sustain their operations, a clear and financially viable business case is required.

A business case is a justification that shows that a business idea is financially profitable. The business case is the backbone of a business plan, and it elaborates why, exactly, potential customers should buy this service or product and how it will become profitable. Business cases and business plans are not only used by entrepreneurs to get access to finance, but also to sharpen business ideas and develop them into feasible and commercially viable enterprises.

To increase understanding of what makes a good business case, Fair & Sustainable Consulting has developed an online 'Business Case Development' training course. During the course of the training, participants will develop a business case. At the end of the course, participants pitch their business case in a "Dragons' den" for [external] experts relevant to their sector/niche. This final stage is an opportunity for participants to reflect on the progress made, and to gain further insight from the experts.

“20 staff members of our network partners stepped in blank, and came out with serious draft business cases. A very intense 11 weeks, but at the end of the day very rewarding”

Tropenbos International



Why choose this training?

This online training will help you understand and practice the art of business case development. The training is interactive and largely tailor-made:

- By using a business idea from your own practice, you will practice how to develop a business case.
- Business case development is highly contextual. The training will be aligned with the context of your work by using relevant examples from the country(s) and sector you work in, and by incorporating the products or services you want to include in your business case.

Your profile

You are a project or programme officer, manager, or an advisor in the field of entrepreneurship, private sector development, or [agricultural] value chain development.

- You have the need for a training course for entrepreneurs in growing their business, or developing a sound business case as part of your development project.
- Or, you need to build the capacity of you and your colleagues to review business cases and business plans of SMEs.

You do not need prior experience with business case development tools and methodologies to participate in this course.

About the training

What will you learn from this training?

This training will provide you with the essential skills and tools to unpack what business case development is and apply it to a real business case. At the end of the training course, you:

- understand the elements of a business case
- have applied the business case theory into practice, by having developed a concrete business case
- have created a business case that can now be used to start up an enterprise or get access to funding

What approach will we use?

The online training will make full use of the experiences of both the trainers and participants, by promoting joint reflection and learning. It consists of interactive plenary and small group activities, such as discussions, Q&A, exercises, and development of the business case. Practical examples will be used based on the participants' own work practice.

Duration

11 modules of 4-6 hours each. Each module includes an online group session of max. 1.5 hours and self-paced small-group activities. The training program is flexible, depending on your wishes. Max. duration is 11 weeks. Note: we offer a similar training program as a 5-day face-to-face training.

Program

The program consists of 11 modules:

1. Orientation and expectations
(introductions, program logistics, expectations)
2. Your product
3. Your customers
4. Your competitors
5. Your value proposition
6. Your resources
7. Your costs and income
8. Your financial projections
9. Your impact
10. Your pitch
11. Dragons den

Our offer

We offer this course as an in-company training. Because of our recognition as a training institute by CRBKO, F&S does not have to charge VAT on the training fees.

“The training activities were like a road map to develop our own business case”

Training participant

About Fair & Sustainable Consulting

Fair & Sustainable Consulting (F&S) is a consultancy firm and social enterprise. We envision a world in which people in developing countries have a decent income and sustainable livelihoods. F&S supports clients to get acquainted with developing business cases and applying this knowledge in their own context. We have trained more than 20 organizations and have coached and advised economic development projects in over 20 countries.

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Interested in this training program?

Contact us via netherlands@fairandsustainable.org to receive your tailor-made offer and the learning guide.