

Fast MBA



IE-18 3 Days (21 Hours)

Description

This workshop will provide you with a process to help you develop, define and implement your company and marketing strategy. It also covers the fundamentals of Business and Financial analysis.

Who is this training for ?

For whom

Anyone involved in strategic thinking: Board Members, Members of strategy units, Directors, and Business Development Executives.

Prerequisites

Aucune

Training objectives

Training program

Introduction

- Political, strategy, tactics, commitment, structure; some basic fundamentals.

Strategy

- Main tools used in defining a strategy.
- SWOT Analysis.
- Porter's Matrix: defining your profitability and peer group comparison.
- Arthur D.
- Little Matrix: analysing your competitive position and industry maturity.
- The McKinsey Matrix and Boston Consulting Group: product range analysis.
- Exercise Based on case studies.
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Marketing

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email We are at your disposal De Lun - Ven 09h00-18h00

- Upstream: being aware of technology, marketing in general and sector activity.
- The product: defining the basic features and building a consistent range.
- The market: evaluating and keeping efficient control.
- Competition: direct and indirect competition.
- Distribution: product placement.
- Communication: projecting a positive image.
- Pricing: setting pricing and profit margin.
- Summary: marketing Mix, the 4P's.
- Exercise Launching a new product: a practical approach.
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Finance

- The role of finance.
- General accounting.
- Financial analysis.
- Corporate Finance.
- Business finance and the market.
- Accounting factors.
- Assessment.
- Accounts and Results (French and ?Anglo-Saxon? methods).
- Financial analysis from Assessment.
- Working Capital (WC).
- Required WC (RWC), normative RWV.
- Cash, Break-even point.
- Financial analysis from Accounts and Results.
- Standstill, Cash Flow.
- Statement of change.
- Fund flow statement.
- WC change.
- Cost accounting analysis: various methods.
- Overall summary: the company dashboard.
- Hands-on work Company analysis (finance, marketing.
-): discussion regarding next steps

Basic Economics

- Business cycle, simplified and complex model.
- Money demand approaches; John Maynard Keynes, Milton Friedman.
- Orsys Twitter : Formation Informatique et Formation Management