

# Making the Case for Investment

A one day programme where delegates will be shown how to prepare, present and gain approval for new ideas and brand extensions.

## **Suitable for:**

Managers and individuals of all disciplines wanting guidance on how to turn their ideas into a viable proposition.

## **Programme:**

- Evaluating new ideas
- Consider how new ideas fit with strategy
- Planning for the short and long term
- Involving the team
- New investment proposals
- Considering online proposals and other brand extensions
- What to include in the structure
- Financial criteria required
- Breakeven, payback and rate of investment
- Risk analysis and critical success factors
- Exit benchmarks
- Presenting the plan to the board
- Dealing with questions and answers
- Practical work

## **Duration:**

One day