Microfinance Business Plan Design Workshop Training Course

Professional Development Training Course Outline

Category	Microfinance & Financial Inclusion	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Microfinance Business Plan Design Workshop Training Course equips participants with practical skills to develop robust business plans tailored to microfinance institutions. Business planning is essential for strategic growth, operational efficiency, and securing funding from donors and investors. This workshop emphasizes integrating market research, financial projections, operational strategies, and risk management into a coherent and actionable business plan.

Participants will engage in hands-on exercises, collaborative workshops, and case studies to create, analyze, and present business plans. The course provides frameworks and tools to ensure that business plans are realistic, financially sound, and aligned with organizational goals for sustainable growth and impact in financial inclusion.

Programme Curriculum

Microfinance Business Plan Design Workshop Training Course

Introduction

Microfinance Business Plan Design Workshop Training Course equips participants with practical skills to develop robust business plans tailored to microfinance institutions. Business planning is essential for strategic growth, operational efficiency, and securing funding from donors and investors. This workshop emphasizes integrating market research, financial projections, operational strategies, and risk management into a coherent and actionable business plan.

Participants will engage in hands-on exercises, collaborative workshops, and case studies to create, analyze, and present business plans. The course provides frameworks and tools to ensure that business plans are realistic, financially sound, and aligned with organizational goals for sustainable growth and impact in financial

inclusion.

Course Objectives

1. Understand the fundamentals of microfinance business planning
2. Develop skills to design comprehensive business plans
3. Integrate market research findings into business strategy
4. Prepare financial projections, budgets, and forecasts
5. Design operational plans for effective service delivery
6. Incorporate risk management into business planning
7. Align business plans with organizational goals and mission
8. Develop strategies for fundraising and donor engagement
9. Create marketing and client acquisition strategies
10. Enhance stakeholder communication through structured plans
11. Evaluate feasibility and sustainability of proposed initiatives
12. Apply frameworks for monitoring and evaluating business outcomes
13. Gain hands-on experience in presenting business plans

Organizational Benefits

- Stronger strategic planning and goal setting
- Clear financial and operational roadmap
- Improved funding and investor confidence
- Enhanced market and client understanding
- Evidence-based decision-making
- Reduced operational and financial risks
- Increased program sustainability
- Better alignment of resources with priorities
- Improved stakeholder engagement and reporting
- Strengthened institutional capacity for growth

Target Audiences

- Microfinance managers
- Strategic planning teams
- Business development officers
- Financial analysts
- M&E officers
- NGO program coordinators
- Donor program officers
- Policy and regulatory staff

Course Duration: 5 days

Course Modules

Module 1: Introduction to Business Planning in Microfinance

- Fundamentals of business planning
- Purpose and benefits for MFIs
- Key components of a business plan
- Linking business plan to organizational strategy
- Planning frameworks and templates
- Case Study: Successful business plan in a rural MFI

Module 2: Market Research and Feasibility Integration

- Using market data to inform business plans
- Identifying target clients and underserved areas
- Assessing demand for financial products
- Competitor and industry analysis
- Integrating feasibility study findings
- Case Study: Market-driven business plan design

Module 3: Financial Planning and Forecasting

- Budgeting and resource allocation
- Cash flow and income projections
- Profitability and sustainability analysis
- Funding requirements and sources
- Monitoring financial performance
- Case Study: Financial projection for a microcredit program

Module 4: Operational Planning

- Branch and agent network planning
- Staffing and human resource needs
- Workflow and process optimization
- Technology and systems integration
- Operational risk mitigation
- Case Study: Operational plan for a DFS deployment

Module 5: Risk Management and Mitigation

- Identifying financial, operational, and market risks
- Developing risk mitigation strategies
- Scenario planning for uncertainties
- Integrating risk management in the business plan

- Compliance and regulatory risk considerations
- Case Study: Risk assessment in microfinance business planning

Module 6: Product and Service Strategy

- Designing products aligned with client needs
- Pricing and delivery channel strategies
- Innovation in microfinance products
- Aligning products with organizational goals
- Pilot testing and feedback mechanisms
- Case Study: Product strategy in women-focused microfinance

Module 7: Marketing and Stakeholder Engagement

- Developing marketing and outreach strategies
- Building partnerships and networks
- Communicating business plan to stakeholders
- Reporting to donors and investors
- Ensuring buy-in and support for plans
- Case Study: Stakeholder engagement strategy for MFI growth

Module 8: Practical Exercise: Business Plan Development

- Drafting a full microfinance business plan
- Integrating financial, operational, and market components
- Peer review and feedback sessions
- Presenting the business plan to management and donors
- Incorporating revisions and finalizing plans
- Case Study: Participants create and present a complete MFI business plan

Training Methodology

- Interactive presentations and discussions
- Hands-on workshops and exercises
- Group case study analysis
- Peer review and feedback sessions
- Practical business plan development exercises
- Presentation and evaluation of drafted business plans

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.
f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com