Soft skills

Understanding the Business Model of Your Company

One day to understand how your company makes money and what your role changes in that. Value proposition, customers, revenue, margin, fixed and variable costs, cash: the concepts are explained without jargon and applied to your own business, so that managers, experts and support staff can link their daily decisions to the company's results.

Duration : 1 day

Objectives

1. Describe your company's business model: customers, offer, channels, key resources, revenue sources, cost structure
2. Read a simplified income statement and tell revenue, margin and profit apart
3. Explain the difference between profitability and cash, and the role of working capital requirements
4. Identify the levers of your own role on margin, costs and cash
5. Assess the economic effect of an operational decision: scrap, stock, payment terms, line stoppage

Programme

Day 1 — morning

• What a business model is: who the company creates value for, how it gets paid, what that demands of it

• The components of a business model applied to your company

• Comparing two models in the same sector: own-brand manufacturer versus subcontractor, distributor versus wholesaler

• What your customers really buy: product, lead time, service, compliance

Day 1 — afternoon (workshop)

• From revenue to profit: reading a simplified income statement

• Fixed costs, variable costs and break-even point

• Profitable but short of cash: stock, customer payment terms, supplier payment terms

• Workshop: map of the economic levers of your role or department, and the quantified effect of a field decision

• Knowledge test and presentation of the lever maps

Teaching methods

• Management simulation of a fictional industrial company over several financial years

• Guided reading of a simplified income statement and balance sheet

• Cases from industrial, agri-food, distribution and service companies

• Exercises on your own company's data where management agrees

• Financial vocabulary explained step by step, with no accounting prerequisite

Assessment and documents

Knowledge test and presentation of the lever map produced in the workshop, with a follow-up evaluation at D+1. Numbered training certificate, verifiable online, for each participant; training report handed to the company.

Bilingual materials for every participant; each classroom course comes with its digital twin on OmniLearn.

Good to know

To place these concepts in the context of the market and the organisation, see "Taking a Step Back: Big Picture and Reading the Issues", then "Anticipating: Scenarios and Strategic Thinking".

Practical information

Duration	1 day
Audience	Managers, technical experts, support and production staff
Prerequisites	No prerequisites
Group size	Groups of 6 to 12 participants, in-company
Format	In-company, face to face on your site
Language	French, Darija or English; bilingual materials
Funding	OFPPT special training contracts (TFP), GIAC, Maroc PME: we prepare the applications with you, at no extra cost.
Programme customisation	Programme adapted to your procedures, your equipment and your audience

Frequently asked questions

Do I need accounting knowledge?

No. The day starts from the company's activity and uses only a few concepts: revenue, margin, fixed and variable costs, profit, cash. Each is explained with an example before it is used.

Can we work on the company's real figures?

Yes, if management decides so. We prepare a simplified or indexed version of its accounts with them; otherwise the workshop uses a fictional company close to your sector.

Who is this training for?

Front-line managers, technicians, experts and support staff whose decisions have an economic effect although they never see the figures: production, maintenance, logistics, purchasing, quality, IT.

Is it a finance course for non-financial people?

Only in part. It does not train you in financial analysis; it explains how the company creates value and how each role contributes, so that you make better trade-offs day to day.