

## Business Basics For Starting a Business

Suitable for	Duration	Style
Anyone who is thinking of starting a business	3 consecutive days	Workshop based, highly participative

Objectives of the workshop
This workshop introduces delegates to the basics of starting and running a small business. It provides an understanding of the environment in which the business will grow, the need for planning, marketing and financial control. Keeping the business legal, regulations, intellectual property and licensing will be covered.

Aims of the workshop
The main aims of the workshop are to ensure that the delegate has an understanding of the planning process, how to find customers and to maintain financial control of the business. Attendees will gain focus on their business idea, test the viability and gain the confidence needed to take it forward.

Modules include		
<p>Day One</p> <ul style="list-style-type: none"> <li>Business planning</li> <li>Vision / goals</li> <li>Legal status</li> <li>Business names</li> <li>Legalities</li> <li>Market research</li> <li>PEST/SWOT analysis</li> <li>Market position</li> <li>USP</li> </ul>	<p>Day Two</p> <ul style="list-style-type: none"> <li>Developing a marketing strategy</li> <li>The marketing mix</li> <li>Marketing materials and approaches</li> <li>Branding</li> <li>Networking / building relationships</li> <li>On line marketing</li> <li>Social media</li> <li>Websites</li> <li>Sales</li> </ul>	<p>Day Three</p> <ul style="list-style-type: none"> <li>Keeping records</li> <li>Tax, national insurance and VAT</li> <li>Taxable allowances</li> <li>Tax returns</li> <li>Sales forecasts</li> <li>Cash flow forecasts</li> <li>Profit /loss forecasts</li> <li>Raising finance</li> <li>Business banking</li> </ul>



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