

Business Training Workshops

to get you started in business

Deciding to Start and Business Planning

This workshop is an introduction to all aspects of running your own business. The session will help you decide whether self employment is right for you, look at your personal motivation and cover pitfalls and benefits of being your 'own boss'. You can also find out more about legal and regulatory issues such as business status, Insurance, employment legislation and taxation. The workshop will give overviews on: Business Planning, Marketing, Operations, Cash Flow and Profit Projections. At the end of the workshop you will give additional information on further assistance, including complementary workshops aimed at helping you run your own business.

A common reason given for not forward planning is 'How can I know what the business will look like in years to come?' You can't, but you can anticipate what could happen and how you will manage the various extremes. This is about business planning to help you set goals and to also look at the information required to satisfy the criteria of lenders such as banks. This workshop will take you through the key items you should be detailing in your Business Plan and you will go away with a pro-forma to help develop your own.

Sales & Marketing

Marketing is the importance of attracting and retaining customers' spending power. The workshop includes: Research, Competitive Advantage, Advertising & Promotion and a detailed Marketing Plan and Test Marketing with other delegates. Learning how to overcome the fear of selling and convert your effort into sales, examining and practicing some closing techniques. You will leave the workshop with a selling plan to adapt to your own business.

Financial Planning

Financial planning and control helps to increase the chances of business success. This workshop will illustrate the importance of sound financial planning when setting up a business as well as equipping you with an appreciation of the basics involved in the financial planning process. Topics covered include: Costing, Pricing, Mark Ups versus Margins, and Break Even. The workshop also considers the planning issues of Profit Forecasting, Capital Expenditure and Depreciation. Participants will leave the workshop with the tools and skills to review the essential elements of their business.

Managing the Money and the Risk

This practical workshop examines different ways of keeping financial record. It covers the importance and value of keeping basic financial records, what to keep and how to go about it vital - information for new businesses. The legal obligations are explored and the issues of taxation (including VAT) are covered in detail. Perhaps the most important element of the workshop is showing how to financially monitor the business.

60% of new businesses fail within the first five years due to Cash Flow and Bad Debts. This workshop has two main themes; 1) How to minimise the risk of late payments and bad debts. 2) How to chase debts effectively and efficiently using the most appropriate method. Participants will be encouraged to identify the most relevant terms and conditions for their debtors. The workshop also deals with credit information sources, debt chasing, legal procedures and factoring.

ICT for Your Business

This interactive workshop has been specifically tailored to help new business owners understand how ICT helps with both increasing sales and keeping the office organised. It will also guide you through all the IT issues facing a business and offer practical advice and real world examples of how best to implement ICT.

The workshop is aimed at Business Owners, ICT Managers, IT Support staff and those individuals responsible for implementing new ICT solutions.

The workshop will cover: Getting a Website up and running, basic email practices, internet and telephone choices, cost effective hardware and software, computer networking, Data Protection and security.