

## Starting Out: Help for Your Own Business

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**Duration:** 1 day

**Course Description:** A one-day interactive workshop covering all aspects required to start up and establish a business to maximize its chances of success. This practical course explores how to research, plan, implement and review your new business.

**Who should attend?** Anyone who is seriously thinking about starting their own business or has recently done so.

### What will it cover?

- Understanding yourself and your new business
- Your options and the requirements when starting up
- Understanding your customer and your market
- The importance of research and planning
- Key marketing principles and practices
- Analysing your environment and your competition and creating your own competitive edge
- Planning your finances, sources of funding, understanding basic profit and loss projections and cash flow forecasts
- Developing a realistic business plan that you can implement

At the end of the course, you will be able to put together your own action plan to get going and start your own business!