

PLANNING

Having a properly constructed, well thought out Business Plan quite simply improves your chances of success in a new venture. The more you consider the different elements of a proposal and research each area, the greater the reward. Now you can attend a **FREE** workshop to help you learn the vital components of a successful Business Plan to move your company onwards and upwards!

WORKSHOP OVERVIEW

The following areas are included in the workshop:

- **Creating a Business Plan** - Considering the following - Why you are in business?, Where is the business going?, How are you going to do it? and How much will it cost?
- **Legal Structures** - How to determine which legal structure is the most beneficial for your specific needs and how to take the next step - whether it be Sole Trader or Limited Company
- **Executive Summary** - Identifying the aims of your business and the key people involved, and establishing the different products and services you offer along with their unique selling points
- **SWOT Analysis** - How to identify your strengths and weaknesses in order to turn threats and drawbacks into opportunities and strengths
- **Marketing Your Business** - Identifying your target market, effectively researching that market and recognising market trends to develop a successful strategy
- **Finances** - Calculating start up costs, e.g. premises, equipment, advertising and stock, and investigating different sources of finance and repayment terms
- **Cash-flow Forecast** - Calculate how much money you will need in accordance with your plans and how to avoid cash-flow problems
- **Profit and Loss** - How to gauge the amount of overall sales and expenditure in any given period using a simple easy to use template provided upon arrival at the workshop

Call now to book your place

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