

## Start your Own Business – Course Outline

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**Duration:** 1 day

### Course Description

A one day interactive workshop aimed at helping new and potential business owners to start their businesses. This workshop will cover all aspects of business start up to ensure that owners understand what is required for a successful business. Each person will devise a personal development plan to start them on the path to self employment.

### Who should attend?

Anyone who is planning to start a new business

### What will it cover?

- Understanding marketing, advertising and routes to market
- Understanding the differences between B2B, B2C and third sector businesses
- Understanding the costs and benefits of franchising
- Starting a plan to test the viability of any future business based on the potential market place.
- Knowing how to differentiate from the crowd and your competitors
- Understanding how to produce basic profit and loss projection and cashflow forecast
- Understanding the different forms of business types – Sole trader, Limited Company, Partnership
- Predicting funding requirements and potential sources of funding
- Knowing the importance of complying with the regulatory framework
- Understanding VAT and tax implications
- Understanding the importance of supplier and creditor management