

# Business Start Up Course List 2014



Llywodraeth Cymru  
Welsh Government



The following Business Start Up seminars are part of the Welsh Government Business Start Up Service and are held at the premises of local provider Centre for Business.

Module	Time	NEWPORT				TORFAEN				MERTHYR			
		Jan	✓	Feb	✓	Jan	✓	Feb	✓	Jan	✓	Feb	✓
2. Sizing up the Market	9:30-1:15	13th		10th		7th		4th		21st		18th	
3. Winning and Keeping Customers	1:45-5:30	13th		10th		7th		4th		21st		18th	
4. Pricing for Profit	9:30-1:15	14th		11th		8th		5th		22nd		19th	
5. Managing your Finances	1:45-5:30	14th		11th		8th		5th		22nd		19th	
6. Managing your Business Effectively	9:30-1:15	15th		12th		9th		6th		23rd		20th	

Module	Time	EBBW VALE				CAERPHILLY			
		Jan	✓	Feb	✓	Jan	✓	Feb	✓
2. Sizing up the Market	9:30-1:15	13th		10th		27th		24th	
3. Winning and Keeping Customers	1:45-5:30	13th		10th		27th		24th	
4. Pricing for Profit	9:30-1:15	14th		11th		28th		25th	
5. Managing your Finances	1:45-5:30	14th		11th		28th		25th	
6. Managing your Business Effectively	9:30-1:15	15th		12th		29th		26th	

## COURSE LOCATIONS

Newport - Orion Suite, Enterprise Way. NP20 2AQ

Torfaen - Unit 6 Torfaen Business Centre, Panteg Way, New Inn. NP4 OLS

Merthyr Tydfil - Flooks, 49 Pontmorlais. CF47 8UN

Ebbw Vale - Taste of Enterprise, 1-4 Market Square. NP23 6HR

Caerphilly - Tredomen Business & Technology Centre, Tredomen Park, Hengoed. CF82 7FN

To attend any of the above seminars please tick the relevant boxes and complete the details below:

Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_ Email: \_\_\_\_\_

How did you hear of us? \_\_\_\_\_

For further information contact:

**T: 0845 600 2760**

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**T: 03000 6 03000**

**[www.business.wales.gov.uk](http://www.business.wales.gov.uk)**

# Business Start Up

## Course Content

### BUSINESS START UP COURSES

#### What will I learn?

Taking the Plunge	Sizing Up the Market
<ul style="list-style-type: none"> <li>• Understand the Pros and cons of being your own boss.</li> <li>• Be able to assess your personal skills.</li> <li>• Be clear about the legal aspects of starting a business.</li> <li>• Understand the key tasks needed to start a business.</li> <li>• Know how to put a basic business plan in place.</li> <li>• Know where to get advice and source finance for your business.</li> </ul>	<ul style="list-style-type: none"> <li>• Understand why the market research is so important.</li> <li>• Be clear about what market research you need to do.</li> <li>• Know where to find information and which techniques to use.</li> <li>• Know the market and your competitors understand your customers.</li> <li>• Be able to undertake your own market research.</li> </ul>
Winning & Keeping Customers	Pricing For Profit
<ul style="list-style-type: none"> <li>• Have a step by step process to develop a marketing plan</li> <li>• Be able to clearly define your Ideal Customer and match your product or service to what your customer wants</li> <li>• Know how to price your product and services to maximise profits</li> <li>• Understand the basics of successful selling</li> <li>• Be able to put a plan in place to get your first customer</li> </ul>	<ul style="list-style-type: none"> <li>• Understand the different types of costs in their business.</li> <li>• Be able to establish their personal survival budget.</li> <li>• Know how to cost your product or service.</li> <li>• Understand the different pricing strategies open to you.</li> <li>• Be able to set competitive and profitable prices for your products and services.</li> </ul>
Managing Your Finances	Managing Your Business Effectively
<ul style="list-style-type: none"> <li>• Understand the basic financial statements for your business.</li> <li>• Be able to put together a Profit and Loss account and read a balance sheet.</li> <li>• Know how to complete a cashflow forecast and use it to keep track of your finances.</li> <li>• Understand the different ways to forecast sales.</li> <li>• Be able to prepare a set of figures for your business to manage your finances effectively.</li> </ul>	<ul style="list-style-type: none"> <li>• Recognise that it's not about being busy, but being effective.</li> <li>• Understand the critical areas of success for your business.</li> <li>• Be able to put key systems and processes in place.</li> <li>• Have checklist to guide what you do and when.</li> <li>• Understand the value of sound business plan to drive your business success.</li> </ul>

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