

Sedgemoor Business Support Workshops – Workshop outlines

Workshop	Summary Outline
Starting your First Business	<p>Starting a business for the first time can be a very daunting experience- after all, we don't know what we don't know! You can have a fantastic idea, but how do you make sure that your business idea will really deliver what you want it to? By taking the process in bite sized chunks, you will be able to methodically explore all the various aspects that are needed to ensure your business gets off on the right foot.</p> <ul style="list-style-type: none"> • Why do I need a Plan for my Business? • Personal Strengths and weaknesses • Understanding your market; sectors and trends, Product and branding, SWOT, market pricing, identifying target markets and how to reach them • Understanding financial forecasting. • Consolidation and the 'Executive Summary'.
Book Keeping Basics	<p>As a business, one of your necessary tasks will be to keep tabs on the financial performance of your business. This is not only so that you know how the business is performing, but also so that you ensure you meet your obligations to HM Revenue and Customs in terms of keeping up to date and accurate records. Like many things in life, it is much easier when you know how....</p> <ul style="list-style-type: none"> • Why Keep Books? • Options- Traditional or Cash Basis • What records you need to keep • Example of expenses • Choices of book keeping systems • VAT and PAYE
Creating a Marketing Strategy	<p>If you have not had experience of marketing a business before, it is difficult to know where to start, particularly if you are on a budget. Your marketing strategy will form a fundamental part of your business plan, and this workshop will take you through the very basic principles of marketing so that you can develop your own step by step guide. The topics covered will be:</p>

	<ul style="list-style-type: none"> • What is marketing? • What are you selling, and who are you selling to- what makes you unique? • What is important to your target market? • How do you price your product? • Branding and positioning • Who else is out there doing what? • Reaching your target market.
<p>Beginners Guide To Financial Forecasting</p>	<p>Knowing which figures you need to be recording and monitoring, and understanding what they are telling you is so important when it comes to making decisions about your business. If you can understand both why you are making money, and sometimes why you aren't then you will be in the driving seat and controlling the profitability of your business. This workshop offers a step by step insight as to how to get to grips with profitability and answer the following:</p> <ul style="list-style-type: none"> • What the different key terms mean • Factors affecting sales forecasts and how to make them accurate as possible • Identifying direct and indirect expenses • Understanding gross profit • Understanding cash flow forecasts • Understanding profit and loss forecasts.
<p>Measuring Your Market Success</p>	<p>Once you have got to grips with the marketing basics, this workshop will take you to the next level and allow you to explore other examples of successful marketing strategies. You will be able to 'take a step back' and learn how the following principles can shape a more effective strategy for your business:</p> <ul style="list-style-type: none"> • What is a strategy? • Market profile and buying habits • Innovation examples, market niche and identifying market gaps • Branding and positioning <p>Customer relationship marketing and decision making profiles.</p>

Sources of Grant Funding

When planning the development of your business, it is natural to ask the question 'is there any financial support to help me'? Sometimes, this may not be that straightforward, as how do you keep up to date with what is out there, and if it is relevant to you and your business aims? This workshop will provide an all-round guide by exploring:

- How to keep up to date with funding opportunities.
- What funding is available?
- What types of eligibility criteria to funders look for?
- How can you make an application which meets with the funders criteria?