



Llywodraeth Cynulliad Cymru
Welsh Assembly Government

Training for Business

Business start up courses

A free 3 hour informal business skills start up course which is aimed at giving you the tools to produce an effective marketing strategy and position your business in the market place.

Module 3 – How to market your business

Course content:

- Gain an overview of a marketing strategy
- Learn about the four marketing P's – Product, Price, Place, Promotion
- Learn how to set SMART marketing objectives
- Learn how to develop a product strategy and set a price
- Learn how your product / service can be distributed
- Gain an overview of how to produce a promotional plan
- Understand the selling process
- Understand the importance of customer care in your business

0870 950 90 90

www.businessinfocus.co.uk