



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 an understanding of your market place and will equip you with market research techniques and tools.

Module 2 – How to research your market

Course content:

- Introduction to marketing
 - Learn how to identify key information about your customers
 - Learn how to determine market size and identify market trends
 - Identify external influences and how they can affect a business
 - Learn how to identify key information about your competitors
 - Learn how to use primary and secondary research methods
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www.businessinfocus.co.uk