

Business in focus

committed to your future
ymrwymedig i'ch dyfodol



Training for business

Cardiff business start-up courses March 2012

A free 3 day series of informal business skills start up courses.

Day 1 course content

Module 2 – How to research your market / Module 3 – How to market your business

- ✓ Introduction to marketing
- ✓ Identify key information about customers, competitors, and market trends
- ✓ Learn how to use primary and secondary research methods
- ✓ Overview of a marketing strategy
- ✓ Learn about the marketing mix four P's – Price, Product, Promotion, Place
- ✓ Learn how to set SMART marketing objectives
- ✓ Learn about the importance of customer care

Day 2 course content

Module 4 – How to manage your business / Module 5 – How to price your product

- ✓ Learn about key business resources – premises, people, equipment, suppliers
- ✓ Understand business operational systems, procedures, and standards including Health and Safety, Quality, and Environmental
- ✓ Understand business costs, product / service costing and depreciation
- ✓ Learn how to calculate personal survival budget
- ✓ Gain an overview of different pricing methods and understand break-even

Day 3 course content

Module 6 – How to manage your business finances / Module 7 – How to stay in control of your business

- ✓ Understand how to complete a cash flow forecast and profit and loss account
- ✓ Learn how to forecast sales and understand financial ratios
- ✓ Find out guidelines for PAYE, VAT, and National Insurance Contributions
- ✓ Learn about Income Tax, Self-Assessment, and legal obligations
- ✓ Find out how to set up and use book keeping systems
- ✓ Inland Revenue presentation



Cardiff business start-up training

Day 1	Date	Time
Morning How to research your market	Wednesday 7 th March Tuesday 20 th March	9.30am - 12.30pm 9.30am - 12.30pm
Afternoon How to market your business	Wednesday 7 th March Tuesday 20 th March	1.30pm - 4.30pm 1.30pm - 4.30pm
Day 2	Date	Time
Morning How to manage your business	Thursday 8 th March Wednesday 21 st March	9.30am - 12.30pm 9.30am - 12.30pm
Afternoon How to price your product	Thursday 8 th March Wednesday 21 st March	1.30pm - 4.30pm 1.30pm - 4.30pm
Day 3	Date	Time
Morning How to manage your business finances	Friday 9 th March Thursday 22 nd March	9.30am - 12.30pm 9.30am - 12.30pm
Afternoon How to stay in control of your business	Friday 9 th March Thursday 22 nd March	1.30pm - 4.30pm 1.30pm - 4.30pm

Course venue:

Business in Focus

Enterprise House
127 Bute Street
Cardiff Bay
CF10 5LE

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To book your place – telephone our business services coordinators on **029 2049 4411** or email enquiries@businessinfocus.co.uk

