

Make or Break 1 – Starting Your Business

Duration: 5 hours

Course level: Introductory

Delivery method: CD-ROM

Introduction

Around one in ten businesses stop trading within twelve months after being set up, and one third are no longer trading after three years.

To give that 'big idea' the best chance of success, good planning and preparation are essential. **Make or Break 1 – Starting Your Business** helps participants understand the risks involved in starting up and provides the knowledge required to deal with the most common problems and pitfalls that cause new businesses to fail.

The course presents the entire start-up process, from drawing up a business plan to selling and marketing the product, financing the business and dealing with business law and regulations. It provides expert, practical advice on all aspects of starting a business.

Who is the course for?

This course is suitable for a new small business owner, or someone thinking of starting up a business for the first time.

The easy to follow, step-by-step format of this course means people can work at their own pace. No prior knowledge or experience is needed and there are no formal entry requirements.

What will you get from this course?

When you have completed this course, you will be able to:

- refine and crystallise your business idea
- find out more about your market
- sell your product or service
- raise the finance to get your business off the ground
- manage your business's finances
- recruit and manage new staff
- deal with contractors and suppliers
- comply with business legislation.

Course features

The course comes on CD Rom and offers practical and expert advice on all aspects of starting a business. Real-life case studies and video illustrate key ideas and points using the experiences of companies who have already been through the start-up process.

The way the course is structured means you are in control at all times, so you can work through it at your own pace and focus on the parts that particularly apply to you.

Other courses you might be interested in

Make or Break 2 – Growing Your Business
Marketing
Staying Afloat – A Guide to Cashflow

The Apprentice Series
Working to a Budget

Course code: 100419BT001

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