

Make or Break 2 – Growing your Business

eCourses

Duration: 5 hours

Course level: Introductory

Delivery method: CD-ROM

Introduction

Businesses grow for a number of reasons, such as an increase in customer demand, a need to appeal to new markets or as the result of introducing a new product range.

Make or Break 2 – Growing your Business is designed to help people grow their businesses through careful planning. It explores a range of issues, including sales, staff and finances, and shows how to minimise risks throughout the expansion process.

Successful business growth can lead to lasting stability, security and an increase in profits. It can help to secure the long-term future of the company.

Who is the course for?

This course is suitable for small business owners and managers who are looking to expand their organisation. It will also be useful to those with established businesses who want to continue existing growth.

There are no formal entry requirements.

What will you get from this course?

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

- analyse your market
- identify new ways to sell your product or service
- manage money and raise finances to get your expansion plans off the ground
- analyse when and how to take on new staff
- understand how your role may change as your business grows
- manage your relationships with contractors and suppliers
- identify the regulations you need to take into account when growing your business.

Course features

The course comes on CD-ROM and offers practical and expert advice on all aspects of growing your business. Real-life case studies illustrate key ideas by showing you companies who have already been through the business expansion process.

High-quality videos take you through the course and interactive activities test your learning and allow you to recall information to check your progress.

The way the course is structured means you are in control at all times, so you can work through it and focus on the parts that apply to you. It includes simple exercises and multiple-choice questions that provide instant feedback.

A detailed glossary explains the course's key terms and phrases. A Resources section provides useful links to relevant websites.

Other courses you might be interested in

Make or Break 1 – Starting Your Business
Winning the Contract
The Apprentice Series

Leadership
Budgeting Basics

Course code: 100419BT002

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