



Business Basics Programme Outline

Session dates: Thursdays 4th, 11th, 18th, 25th November 2010

Session time: 10.00 – 3.00

Session	Title	Work covered
Session 1	Getting started	<ul style="list-style-type: none"> • Introduction to each other and the programme • Setting goals for your business • Can your idea make money? • Costing & pricing • Using your time effectively
Session 2	Exploring your market	<ul style="list-style-type: none"> • Basic market research • Finding out about your customers and competitors • How to use the data gathered to get more business • Local arts & crafts resources
Session 3	Selling & promoting your business	<ul style="list-style-type: none"> • Where & how to sell • Effective PR on a low budget • Promotional materials • Linking sales to your cash flow • Presenting your business
Session 4	Building your business	<ul style="list-style-type: none"> • Customer care • Professional support- rules & regs • Raising finance • Guest speaker • Business planning • Action plan to move forward with

All programme materials will be provided free of charge. Some homework will be required between sessions.

Tea & coffee will be provided, but please bring a packed lunch with you.