

COURSE CONTENT OVERVIEW

Starting a Business

Business Plan

Name:

Title:

Email:

Our Starting a Business e-learning course teaches you how to successfully start your own business, whether you want to be a sole trader, partnership, or limited company. It explains how to write a comprehensive business plan, fulfil legal requirements, carry out market research to refine your customer demographic, and seek qualified advice. Once you complete the course, you'll be prepared to come up with a solid business idea, gain the interest of investors, and get your business off the ground.

Module One: Introduction to Starting a Business

The first module provides an overview of what obstacles you may face when starting a business and highlights the skills and traits that many successful entrepreneurs possess. It looks at how to come up with a viable business idea and determine whether or not you're prepared to start a business.

- The challenges of starting a business
- The positives of starting a business
- What does it take to start a business?
- Landing on an idea
- Case study: innocent
- Consider the logistics
- Doing your research

Module Two: Legal Structure

In module two, you learn about the different legal structures your business may take, including sole trader, partnership, and limited company. You are taught how to register with HMRC or Companies House, create an appropriate name and logo for your business, and fulfil the legal duties specific to your business structure.

- Types of business structures
- Sole trader
- Partnerships
- Limited company
- Opening a business account
- Choosing a name and logo
- Other legal requirements

Module Three: Writing a Business Plan

The third module explains how to write a comprehensive business plan. It discusses what each section of your plan should cover and how to write it succinctly. You gain an understanding of how important a business plan is for persuading investors to support your startup and to keep your business going in a focused direction.

- Why is a business plan important?
- How to create a business plan
- Executive summary
- Appendices
- Business description

Module Four: Marketing Plan

The fourth module concentrates on how to carry out market research and advertise your products and/or services, which is imperative if you want your business to effectively reach your target demographic. The module emphasises that a marketing plan is essential in order to build your brand and demonstrate to investors that you know what a strong marketing campaign entails.

- Why marketing is important
- Market research
- Customer demographic
- Primary and secondary
- Competitor analysis
- Product and service features
- After-sale services
- Pricing
- Methods of advertising
- Website and social media

Module Five: Operations Plan

In the fifth module, you learn how to write a plan about the daily activities and processes required to run your business. You need a detailed operations plan to run an organised, profitable business and to show investors you know what you're doing.

- Operations
- Production
- Inventory and supplies
- Distribution
- Location
- Credit policies
- Legal aspects
- Personnel

Module Six: Financial Plan

The sixth module explains what type of financial information you should include in your business plan and shows you how to calculate forecasts and projections. A strong financial plan is essential, as investors will scrutinise it to see whether you can competently handle incoming and outgoing funds. Plus, you need a solid financial plan to spend efficiently and not overstretch your business.

- Creating the financial plan
- Sales forecast
- Profit and loss projection
- Cash flow forecast
- Balance sheet
- Break-even analysis

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Module Seven: Support and Resources

The seventh module recommends a variety of business advice networks that may help you start and run your business. It lists the people and places you may be able to receive financial support from and provides links to a few resources that can further enhance your business knowledge and skills.

- Accessing support
- Finding financiers and investors
- Further resources

Aims of the training

By the end of the course, learners will:

- Recognise the challenges and benefits of starting your own business, as well as the skills and traits you require.
- Know the different legal structures your business may take and how to set up your business in accordance with the law.
- Be familiar with the various sections your business plan should include and how to write it professionally.
- Understand the contents that each section of your business plan should cover, including the executive summary, business description, marketing plan, operations plan, and financial plan.
- Know how to carry out market research to learn about current trends and developments in your industry, assess your competitors, and learn about your target audience.
- Be able to identify the best marketing strategies to effectively sell your products and/or services and build your brand.
- Know where to find advice or support from business advisers and financiers and where to find further resources.