



Starting your own business?

Essential knowledge to help you start up and grow your business

Day 1 Introduction to running a business Friday 3 rd November 2017 9.30am – 4pm	<ul style="list-style-type: none">• The challenges and benefits of self-employment• The structure of a business plan and why they are needed	Michelle Doherty
Day 2 Finance Friday 10 th November 2017 9.30am – 4pm	<ul style="list-style-type: none">• Understanding the who, why and what of bookkeeping relevant to your business idea• Understanding credit control and how it links to the business plan• Understand issues and challenges associated with credit control and running a business	Ian Knox
Day 3 Marketing & Sales Friday 17 th November 2017 9.30am – 4pm	<ul style="list-style-type: none">• Understanding marketing theory and practice• Comparing different promotional tools and understanding their uses• Understanding the process of selling and communication techniques	Gail Knopfel & Michelle Doherty

Venue: Trinity Enterprise Centre, Furness Business Park, Ironworks Road, Barrow, LA14 2PN.

This course is **free** to attend. Lunch will be provided.

For further information or to reserve your FREE place, please contact:

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