

## STARTING A BUSINESS AT HOME – PROGRAMME OVERVIEW

Rationale:

The aim of the Programme is to go through the importance of business planning as well as introducing key elements of a business plan to the delegates.

The idea is to run group exercises for each key element of a business plan in order to encourage attendees to think about how this relates to their own business/idea. Each attendee will be given their own workbook and after each exercise there will be feedback and an opportunity for them to capture key learnings, questions or even potential barriers to their business ideas. The training will last for 2 days, after which, each attendee will book in a 121 with the course tutors to go through their workbooks and identify potential next steps.

The key aim is that by the end of the process each attendee will have been exposed to what needs to go into a business plan for working from home, as well as understand what they need to do in order to potentially make this a reality for them.

Below is a rough overview ...

### Day 1

#### Introduction to the session and ice breaker.

Will carry out an informal ice breaker session with the group in which we ask them to introduce themselves and their business ideas. The Ice breaker will focus on planning, which will act as a lead in to the session.

#### Introducing a business plan.

Will explain that a good business plan helps attendees to decide if and how their business can succeed as well as identifying potential barriers to overcome.

#### Business plan - company details.

To cover things like company name, logo, what it means to you, what is your legal status, what area will you cover etc.

#### Business plan - General company description.

To cover things like Mission statement, business philosophy, Goals and objectives, SWOT, Target audience, USP and legal form of ownership

### Business plan - Products and services.

Looking at what it is your company does, Your target audience, how to price a product, how to sell etc.

### **Day 2**

#### Recap and new icebreaker.

TBC

#### Business plan - Marketing plan and market research.

Who are your customers, where will you get them from, how to promote your business, competitor analysis etc.

#### Business plan - economics & operational financial planning.

Looking at business budgeting, creating a basic forecast, having a personal budget, safely launching a business, insurance and protecting yourself legally, profit and loss projection etc.

#### Business plan - what is an executive summary.

Looking at what a completed business plan looks like and how all of the above feeds into 1 paragraph which easily explains your business to people, job centre, banks, chamber of commerce etc.

#### Support available.

Will share some support available including useful links as well as directing them back into the Skills and Enterprise network where you can decide what next steps to take.

Each attendee will be provided with a workbook. The workbook will be something practical and individual to each attendee.