

# Make or Break 1: Starting your Business

**Course length:** 5 hours

**Course Code:** 100419BT001

## Benefits for the Learner

The rewards of starting your own business can be great – but so are the challenges you face during the first years of trading.

This course is ideal if you are thinking about starting your own business. It explores the key hurdles that your new business must overcome if you are to be successful. It highlights the pitfalls that can affect a new venture and gives you practical advice to help you avoid the most common causes of new business failure.

## Benefits for the Business

Good planning and preparation give your big idea the best chance of success. According to the CBI, one in ten businesses stops trading within twelve months of start up, and one third have stopped trading within three years.

This course will help you to understand the risks involved in starting a business and the steps you can take to avoid the most common pitfalls. It guides you through the entire start up process, from drawing up a business plan to selling and marketing your product, from financing your business to dealing with business law and regulation.

## What You Get From This Course

Having completed this CD-ROM based course, you will be able to:

- Clarify and plan your ideas for a new business
- Find out more about your market
- Sell your product or service
- Manage money and raise finance to get your business off the ground
- Recruit and manage new staff
- Deal with contractors and suppliers
- Comply with business legislation

## What Does the Course Cover?

- The Big idea
- Sales and Marketing
- Finance
- People and Skills
- Suppliers, Contractors and Regulation

## How Long Does the Course Take?

You can work through this course at your own pace. It should take you around 5 hours to complete.