

# Getting the basics right



- Ask questions
- Participate
- Worksheets
- Action Plan

[illegible]

# Today's objectives

- To cover all the basics of setting up and running a business, such as your business aims, legalities and employing people
- To help you understand more about your market, audience and opportunity



## Notes

[illegible]

## Key learning points

- Know what you want from your business
- Contents of a business plan
- Your legal status
- Your premises
- Your legal obligations
- Who your target market is
- The 'value' of your product/service
- A clear financial situation

## Notes

[illegible]

# Introductions

- About Youth Enterprise
- ‘Starting a Business’ journey

## Over to you

- Your name
- Nature of your business idea
- Your expectations of today



## Notes

[illegible]

## What are the aims of your business?

- What do you want your business to give you?
- What is your vision?
- What are your life goals?



## Notes

[illegible]

## Objectives for your business:

They should be S M A R T:

Specific

## Measurable

# Achievable

## Realistic

## Time bound

- If you are just starting in business, you should also include your personal objectives.
- These should represent your personal goals and convey your reasons for starting your business.

## Notes

[illegible]

# The business plan

- Why is a business plan important?
- What should it include?
- Youth Enterprise templates



## Notes

[illegible]



## Contents of a business plan - an overview

- Business details
- Business goals
- Key personnel
- Premises
- Suppliers
- Resources
- Legal requirements
- Marketing plan
- Sales
- Financial information
- Personal survival budget
- Executive summary

## Notes

[illegible]

## What business are you really in?

## What type of business do the following statements suggest?

- Dedicated to heating comfort
- Making more of your environment



## Notes

[illegible]

## What is your target market?

- One well known coffee brand targetted office workers, shoppers, commuters, tourists



- Whilst another brand targeted service stations and supermarkets



## Notes

[illegible]

## Researching your idea?

## What do you need to know about:

# The market place

# Customers?

## Competition?

## Prices?



## Notes

[illegible]

## Your competition

# What do you need to research about your competition?



## Notes

[illegible]

## How much do I charge?

## Cost-Plus Pricing

Cost of producing product or service plus amount of profit you need to make



# Value Based Pricing

The price you believe customers are willing to pay, based on benefits



## Notes

[illegible]

## SWOT analysis



## Exercise: Your SWOT

## Notes

[illegible]

## The business idea

## What exactly will your business do?

A family restaurant serving good quality,  
local food at competitive prices in a  
family environment “

or

“An up-market establishment, serving gourmet dishes to discerning customers in an intimate setting.”

## Notes

[illegible]



## Sales

- How will you sell to your customers?
- Key sales points for your product/service.
- Who will be your first customers?
- What assumptions are you using to predict your level of sales?
- Which, if any, customers have already expressed an interest.
- Include forecast sales for the first 12 months.

## Notes

[illegible]

## Contents of a business plan - an overview

- Business details
- **Business goals**
- Key personnel
- Premises
- Suppliers
- Resources
- Distribution
- Legal requirements
- Marketing plan
- **Sales**
- Financial information
- Executive summary

## Notes

[illegible]

[illegible]

## What do you know about any of the following?

- Sole Trader
- Partnership
- Limited Liability Partnership
- Limited Company
- Social Enterprise
- Cooperative



See our worksheet:  
Type of Business at a glance

[illegible]

- VAT - must register if turnover in any period of up to 12 months exceeds threshold
  - Voluntary registration
  - Can reclaim VAT component
  - Credibility and status
  - Have to charge VAT

## Naming your business

# What makes a good business name?



## Notes

[illegible]

## Naming your business - restrictions

## Can you think of any legal restrictions?

# BRITISH

**institute**

# ROYAL

## Notes

[illegible]

## Protecting your intellectual property

- Patent
- Copyright
- Trademark
- Design



## Notes

[illegible]

## Roles and responsibilities

## Assess your own management capabilities and the additional support you will need to be a success

- the team
- organisation
- skills and training
- recruitment

## Notes

[illegible]



## Contents of a business plan - an overview

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## Notes

[illegible]

## Summary so far

- Setting business goals
- Preparing business plan
- Viability of idea via research
- Legal status of business
- Business name and intellectual issues
- Roles & responsibilities

## Notes

[illegible]

# Marketing Plan

Include some or all of the following:

- the marketing methods.
- the specific action.
- a timetable
- who is going to carry it out.
- the estimated costs
- monitor and review
- handling the response

## Take your research and make it work for you

## Notes

[illegible]

# Winning sales

- Building life time value
- The Disney principle  
the experience is  
something you will  
remember for ever!
- It costs 5 times more  
to win new customers  
than to keep existing  
ones



## Notes

[illegible]

# Operations

Outline your plans for the following aspects of your business and estimate the respective costs involved.

- Premises
- Equipment
- Staff suppliers
- Compliance and licensing

## Notes

[illegible]

# Insurance

## Required by law:

- a) Employers' liability insurance
- b) Motor insurance



## Non compulsory:

- a) Professional indemnity
- b) Fire and special perils
- c) Loss of money
- d) Goods in transit
- e) Public liability
- f) Product liability
- g) Legal expenses

## Notes

[illegible]

## Employing people

## Group exercise

Discuss the different employment laws an employer needs to follow



## Notes

[illegible]

## Health and safety

## What important health and safety considerations will you need to make in your business?



## Notes

[illegible]



## Working from home

## Discuss the

- Advantages
- Disadvantages
- What type of person works well from home?



## Notes

[illegible]

## Planning permission

What do you need to do next to help you complete unfinished sections of your business plan?

- Running a business from home – planning permission may be required if it fundamentally alters how the home is used or affects nature of surrounding area e.g. traffic, noise
- Check with building regulations to be sure



## Notes

[illegible]

## Working from home - responsibilities

- Check with mortgage lender or landlord
- Need extra insurance?
- Do a health and safety risk assessment
- Check your working area has sufficient light, heat and ventilation
- Planning permission for structural alterations
- Accountant re tax implications e.g. capital gains tax

## Notes

[illegible]

## Premises



## What important things do you need to know before taking on a lease?

## Notes

[illegible]

## Notes

# Alternatives to having your own premises

What alternative options can you think of?



## Licenses

## Group exercise

Can you think of businesses that require specific licenses to operate?



## Notes

[illegible]

# Your business and the environment

- Environment Agency
- Pollution prevention
- Water efficiency
- Flood preparation
- Waste legislation
- Reduce carbon emissions
- Resource efficiency
- Recycling



## Notes

[illegible]



## Data protection

[www.ico.gov.uk](http://www.ico.gov.uk)



## Notes

[illegible]



[illegible]

- 1 Fairly & lawfully processed
- 2 Processes for limited purposes
- 3 Adequate, relevant, not excessive
- 4 Accurate
- 5 Not kept longer than necessary
- 6 Processed in accordance with data subject's rights
- 7 Secure
- 8 Cannot be transferred to countries outside of the European Economic Area without adequate protection

## Let's visit the business plan

# Business Plan

Take a few minutes to complete/review some of the relevant sections that we may have covered today.



## Notes

[illegible]

## Financial matters

# What are the different financial aspects you need to consider in starting, running and growing a business?



## Notes

[illegible]

## Notes

# Review key learning points

- Know what you want from your business
- Contents of a business plan
- Your legal status
- Your premises
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- Who your target market is
- The 'value' of your product/service
- A clear financial situation



## Your action plan

What do you need to do next to help you complete unfinished sections of your business plan?

## To do

## By when?

- 
- 
- 

- 
- 
- 

## Notes

[illegible]

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## Notes

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