



## BUSINESS COURSES

DELIVERED THROUGHOUT WALES

1 DAY . £265 ON APPLICATION- YOU PAY £53 +VAT



- **Business Planning & Development.**
- **Planning a Diversification/New enterprise on the farm.**
- **Marketing your business.**

### Business Planning & Development.

This course looks at basic planning tools you can use and to looking at what a business plan entails.

#### Sessions:

- ✓ SWOT analysis.
- ✓ Scenario analysis.
- ✓ Strategic/Operational plans.
- ✓ How business plans are put together.
- ✓ Pulling together the right details for the recipient.
- ✓ Estimating cash needs.



It can be useful to do the finance suite to give you a basic understanding of what is needed in the financial section.

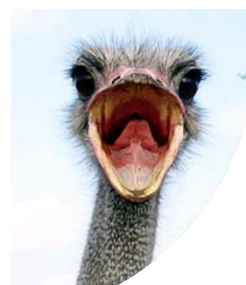
### Diversification.

Just want to explore options? Just a glimmer of an idea? Part way through?

This course looks at some of the common pitfalls & challenges and how to avoid them! Down to earth course gives you an overview of issues.

#### Sessions:

- ✓ Will it fit in?
- ✓ SWOT analysis.
- ✓ Planning issues.
- ✓ Tourism ventures.
- ✓ Basic finance-can I/should I?
- ✓ Signposting to other aspects of FC service.



### Marketing.

Good course to do if you are considering a diversification or have a new venture running.

#### Sessions:

- ✓ What is marketing?
- ✓ Principles of marketing-4 P's
- ✓ Customer profiling-demographics
- ✓ Marketing mistakes
- ✓ Innovation & social media
- ✓ Producing marketing copy.



Can be useful if you have stationary logos, website etc to bring anything relevant.