



D2

BUSINESS STARTER PROGRAMME

Thinking of starting a new business?

Do you want to be your own boss?

Do you have the beginnings of a business idea
that could make you money?

If this sounds familiar then join us on the FREE D2 Business Starter Summer Boot Camp

In just one week we will share all the knowledge and skills to take your business idea
to the next stage.

5-Day Summer Boot Camp 2021

When: Monday 12 July until Friday 16 July, 4.00 – 6.00 pm daily
Where: Online
How: 2-hour interactive workshops

Interested? [Register your interest today](#) or call **01332 851289**

Join our fantastic online workshops to explore your brilliant idea in just one week,
comprising the following topics:

Business goals, vision and values

Start to look at what your business could be and what you want it to achieve, by assessing your skills, ambitions and goals. Think about what you need from your business and what you can offer people and start to design your brand.

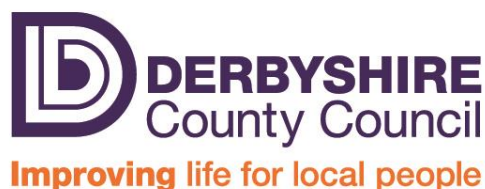
Business basics

Why should people buy from you as a new business? We will start to consider ways to boost your credibility. Learn about the different business models and legal structures to decide the best way to establish your business. You will gain an understanding of all your legal requirements and discover the support available to you.

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Customers & competitors

We will look at who are your customers and how to find out about their needs. Time to consider who can help you find out more to design a business that can satisfy a demand. We will give you the tools to assess your marketplace, define your target market and learn what the competition looks like, to ensure your new business will flourish and thrive. Discover how to set yourself apart by understanding and defining your unique selling points.

Sales and marketing

Discover effective marketing techniques to identify your best customers, understand their needs and design your business around them. How will you attract and retain customers as well as how to create sales and marketing plans to provide ongoing support for your venture. We will look at how to engage with customers and start to make the valuable connections for a sustainable business.

Financial planning

Learn how to achieve financial stability through deciding how to fund your new business, what start-up costs and business expenses do you need to consider. You will develop your personal survival budget to really understand what your business needs to achieve and forecast your business cash flow by understanding basic accounting methods. We'll show you how to keep effective records along with strategies for pricing, putting you on the path towards a profitable and successful business.

Laws & legislation

We will guide you through how to protect your intellectual property along with all the laws and legislation you need to start your business on a legal and compliant basis. We will share information on the wealth of support available to navigate your business with ease and efficiency. You will review and plan to meet your business needs in areas including GDPR, Health and Safety and insurance.

Business planning

What has your market research told you so far to enable you to define your unique selling point and create the image you want your business to have to attract customers. Design what to build into your business plans to overcome the challenges ahead. We will share how to ensure you have a business plan to really showcase your ideas. Learn about National Insurance, tax and plan for when to register your business.

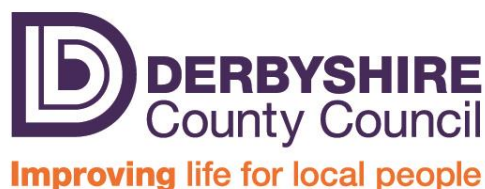
Register your interest to be part of the Summer Boot Camp 2021 call [01332 851289](tel:01332851289) or email derbyshirestartup@emc-dnl.co.uk

Discover more: www.pushthebuttontoday.com

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