



# Introduction

**START  
MODULE**

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Starting your own business is a major event. It is likely that it will change the way you work and the way you live. It will be hard work. You will find less time for social life and less time for family.

But it can also be immensely rewarding and a lot of fun. You are your own boss. You are responsible for your own decisions. You have the opportunity, if you get everything right, to be successful and to make money.

Planning and starting a business can be a daunting prospect. You are responsible for everything – from buying photocopy paper to investing thousands of pounds in a new machine. However, there is considerable assistance available in the form of training, both during the start up phase and subsequently.

This series of training resources is for people thinking perhaps for the first time about starting in business. It aims to:

1. Encourage you to plan and to see planning as a continuous activity, rather than something that ends with completion of your first business plan.
2. Assist you to gather all the information required to plan for your business.
3. Help you to learn the basic skills required to enable you to start in business.

We have set you these nine stages in what we regard as a logical format in terms of doing your research and preparing your plan. The stages are:

**Stage 1:** Unlock your potential

**Stage 2:** Market Research

**Stage 3:** Marketing

**Stage 4:** Personal Selling

**Stage 5:** Organising Yourself

**Stage 6:** Organising Your Business and Keeping it Legal

**Stage 7:** Writing Your First Business Plan

**Stage 8:** Employing People

**Stage 9:** Book Keeping and Financial Control