

# Business Start-up workshop

## Planning to start your own business?

Develop your ideas into a practical and effective plan to launch your business. Key elements covered during this 2 day workshop include:

Getting the marketing right for your business. This workshop will help you to understand your competitors, identify your customers and understand the things you need to consider for effective marketing.

Develop a realistic, working business . This workshop will show you how to create a robust business plan.

Good financial management is essential. Learn to manage a profit and loss account; produce a cashflow statement; understand the meaning of working capital; describe the main sources of finance; and understand the different legal structures of a business.

**18 and 19 March 2013—9.30am—4.30pm**

**Aqualibrium, Kinloch Road, Campbeltown**

**To reserve your place call the Business Gateway Team on  
01546 605459 or email [business.gateway@argyll-bute.gov.uk](mailto:business.gateway@argyll-bute.gov.uk)**