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AN INTRODUCTION TO THE

# ADUR ENTERPRISE GATEWAY

**The Enterprise Gateway programme is designed to help early stage and start-up businesses, freelancers, those working from home and community businesses. It offers a range of services including access to training, mentoring, finance and networking.**

A business from any sector can become part of the Gateway Network of businesses and receive information, e-newsletters and take part in Gateway network and training events.

Some businesses may also wish to take part in a more focussed and long-term programme working closely with the Gateway Director.

The programme is FREE and is tailored to meet your requirements.

We won't tell you how to start or run your business. However, we can save you time and effort in finding the right help, advice, information or training you need to get your business off to a flying start

## **The three types of Gateway Clients are:**

**Associate Members** – organisations supporting and partnering the Enterprise Gateway e.g. The Enterprise Centre, Business Link, Colleges and Universities and professional organisations to name but a few.

**Network Clients** – Businesses, which receive information and newsletters from the Gateway and attend some networking and training events

many of which are free. You can find out about these on our website [www.adurenterprisegateway.co.uk](http://www.adurenterprisegateway.co.uk) and register to receive a monthly e-newsletter.

**Portfolio Clients** – those taking part in an intensive **Free Business Development Programme** working with the Gateway Director



# THE BUSINESS DEVELOPMENT PROGRAMME

» **This programme is designed to be flexible to meet your needs and involves an assessment of core competencies and skills in a number of areas. You will work closely with the Gateway Director who will provide advice and guidance and tailor the programme to meet your business needs.**

It is a commitment to work together for a minimum of 12 months and will typically involve 8 one-to-one meetings with the Gateway director and the participation in appropriate training and networking events during the year. At its core is the development of an action plan which will include addressing skill and knowledge gaps and the development of a working business plan with financial projections. Portfolio clients must commit to full engagement in the programme, as there are a limited number of places available.

Working with the Gateway director you will look at each competency area, working on action points where required and completing a section of the business plan as you do so. You will also receive supporting literature, information sheets and leaflets and details of useful web sites.



The Gateway Director will tailor the programme to meet your business needs.



### The following are Key competency areas:

#### Business Planning

**Product/Service** – Research development, costing.

**Marketing** – Market research, Customer profile, SWOT analysis, promotion, price, sales strategy and marketing budget.

**Legal** – Health and Safety, Insurance, pensions, property and company formation.  
An understanding of employment law and HR issues.

**Employment and HR** - An understanding of employment law, job descriptions, employment contracts, grievance procedures PAYE and staff training.

**Finance** – Profit and Loss, balance sheet, cash flow, breakeven, projections/budgeting, VAT and bookkeeping and access to finance.

**Operational** – ICT, Staff Vehicles, suppliers.



### Mentoring

Ongoing mentoring will be provided by the Gateway Director and there is also access to 50 specialists through our partner the Enterprise Centre.

Meetings with the Gateway Director will usually be monthly with a portfolio client expected to undertake actions before the next meeting. These will form part of an overall action plan or business plan.

### Networks

Networks are a powerful resource for small businesses where you can benefit from support and contact from similar stage businesses. The Gateway will host various informal events where you will have the opportunity to network over a glass of wine and a bite to eat. Usually these events will include a talk on a topic of interest. These events are open to all Gateway clients. The Gateway will also be active in developing links with existing local, regional and national networks.



... get your business off to a flying start



**If you feel that you can benefit from this programme and can commit to:**

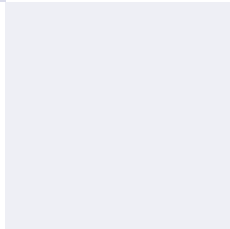
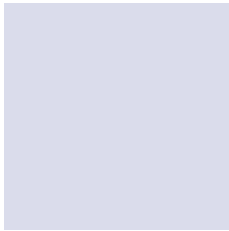
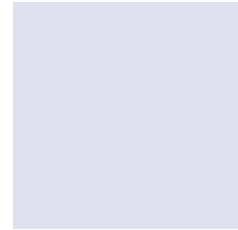
**Attend** regular mentoring sessions with the Gateway Director. (8-10 per year)

**Work** to an agreed action plan for the development of your business.

**Produce** a business plan including financial projections

**Attend** training session to address skill gaps.

**Attend** Gateway network events (minimum of three).



Then enrol yourself or your business on the FREE programme with Adur Enterprise Gateway and get your business off to a flying start. Contact Christine Eccleston on 01273 464867 [info@adurenterprisegateway.co.uk](mailto:info@adurenterprisegateway.co.uk) to arrange an initial meeting to discuss your requirements.

For further information on Gateway Network or training events visit the Web site and subscribe to the e-newsletter at [www.adurenterprisegateway.co.uk](http://www.adurenterprisegateway.co.uk)

