

Make or Break 2: Growing your Business

Course length: 5 hours

Course Code: 100419BT002

Benefits for the Learner

This course is designed to give you a fresh perspective on why you might want to grow your business and what you'll need to consider before you begin a programme of expansion.

Whether you are growing your business to meet customer demand or just to survive, whether you're aiming to grow your market share or diversify with new products and new markets, the course highlights the necessary skills, experience and finance you'll need to turn your expansion dreams into a reality.

Benefits for the Business

Growth is vital to ensure the long-term stability, security and profitability of your business – but bigger business can mean bigger risk.

This course helps you to get to grips with the complex issues involved in business expansion. From stock to software, from finance to premises, from sales to staff, it explores the critical factors that you must consider to minimize risk and to maximize your chances of turning a good business into a great business.

What You Get From This Course

Having completed this CD-ROM based course, you will be able to:

- Clarify and plan your ideas for growth
- Analyse your market and identify new ways to sell your product or service
- Manage money and raise finance to get your expansion plans off the ground
- Take on new staff
- Understand how your role may change as your business grows
- Manage your relationships with contractors and suppliers
- Identify the regulations you need to take into account when growing your business

What Does the Course Cover?

- The Big idea
- Sales and Marketing
- Finance
- People and Skills
- Suppliers, Contractors and Regulation

How Long Does the Course Take?

You can work through this course at your own pace.