

## Introduction

Designed for people running or planning to establish a social enterprise that does not have a formal business plan. This does more than help secure external funding; it should inform all stakeholders about your vision and how you plan to fulfil it. The plan also helps senior management identify potential risks and develop accurate measures of success.

## A typical day covers these key areas.

- Clarifying the business, social and personal aims of the business and executive team.
- Identifying the client group for the organisation, researching this to clarify need and demonstrating how you will engage with this target audience.
- Product delivery, maintain quality standards and deal with fluctuating demand, seasonal variations or likely political and economic change?
- Researching property requirements and choosing the most appropriate solution
- Establishing a minimum selling price, breakeven level and understanding the effect of reducing charges for products or services
- Evaluating the various trading structures available to social enterprises and determining which is most appropriate for your business.
- Understanding cash flow planning and an overview of financial planning and management
- Financing the enterprise in both the short and long term
- General Discussion and Questions

## Material and workbooks

The course is interactive and contains practical exercises and case studies. As part of our ongoing commitment to the environment, delegates will receive copies of all slides in electronic format as well as a copy of their workbook.

## Pricing

Individual prices for this course are £150 including all materials and support, further discounts can be arranged for block bookings at a single venue.

## Booking

For details of dates for individual bookings or availability and costings for group bookings.

📞 01243 217 837 📧 [ask@josephvictor.co.uk](mailto:ask@josephvictor.co.uk)