

**Gain the skills to plan and manage your business**

## **Start your own online business**

Develop your online presence and maximise your digital footprint with this 5 day contract funded course

- ✓ Delivered by business owners with many years experience in business finance , website development, website optimisation, sales and marketing and data analysis
- ✓ An excellent follow on from our Self Employment Awareness workshop, this course will provide the knowledge and guidance to make informed business and marketing decisions
- ✓ Training will be delivered by blended learning, with 3 days in the classroom followed by a 2 day online webinar covering digital marketing strategy and use of social media.
- ✓ The Planning for Success module will show the importance of analysing business data and identifying risks and opportunities so that you can plan for the future

## **Who is the course for?**

This course is for Service leavers who will be setting up their own business and seeking to gain greater knowledge of online selling and promotion. All businesses have become more digital recently, and this course will give you the skills and knowledge to develop a successful online presence,



## **Course objectives**

The course is delivered over 5 days, covering the following topics:

- ⇒ **Business Structures and Financial Planning**
- ⇒ **The Art of Selling**
- ⇒ **Planning for Success**
- ⇒ **Your Website - Platform choice, Creating Content, Ecommerce options and Optimization** (delivery by virtual classroom using Teams)
- ⇒ **Day 5: Social Media Marketing including Google** (delivery by virtual classroom using Teams)

# What Study Support will I Receive?

Support is provided throughout the course by experienced Tutors who are current business practitioners. You will be encouraged to participate in discussions and explore questions relating to your business idea.

## Further Study

CTP delivers a number of self employment related courses which would complement this course. These include:

- ◆ Self Employment Awareness workshop
- ◆ Enterprise & Self Employment
- ◆ Accounting in a Small Business
- ◆ IOSH Managing Safely
- ◆ First Aid at Work



## Employment Opportunities

This course will equip attendees with the knowledge and understanding to determine your approach to financing a new business , plan a digital marketing strategy , discover sales techniques and planning for long term success with the use of business analytics.



## Course Fees and How to Fund

This is a contract funded course therefore the course cost will be taken directly from your IRTC grant. If you have used your IRTC grant, you may be able to get a standby place on the course. Please contact our booking office for details on 01252 954007



5 Day Course:	£133.50
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Total Cost:	£133.50

<https://www.ctp.org.uk/resettlement-training>

To book your place  
on this course, contact us today  
01252 954007 | [CourseBookings@ctp.org.uk](mailto:CourseBookings@ctp.org.uk)