

Centre for Continuing Education

Starting a small business

Kevin Norton / David Grantham

Many opportunities exist to set up a successful small business. In this introductory course we look at the main requirements in setting up a small business. The course also explores some of the personal rewards in small business and a number of the potential pitfalls. We focus in particular on the need to prepare a realistic business plan.

Topics

Why set up a small business?	Rewards v pitfalls
Business planning	Strategy – Type, objectives, people and resources Marketing – Doing your research, the '4 Ps' Financial – Capital, budget, accounting, administration
Actually getting started	Sources of advice, training Organisations, Associations Legal considerations Registration procedures Licences Taxation overview Insurance Compliance issues
Useful contacts	Plus resources and references.

The course is interactive. There are brief group discussions and exercises, and the opportunity to ask questions during the session and by email even long after the course's completion.

You are advised to bring light refreshments/lunch.

Kevin has experienced the excitement of successful team building and achievement at the work, community and sporting level. He is a qualified teacher, trainer, and public speaker.

David is an educator with a background and qualifications in management and finance. For a number of years he presented a very successful business education program for staff of the ANU.

DATES/TIMES: 9.15am - 4pm Saturday 13 March
FEE: \$149 *no discount*

COURSE LOCATION: The venue for this course can be found on your tax invoice/receipt (under "Course Information"). Please allow enough time to locate your course

"The views expressed in this course/activity are those of the presenter and do not necessarily represent the views of The Australian National University"

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