



Plumpton College at Flimwell
Centre for Sustainable Food & Farming
Course Information

Course Name: Obtaining Finance for Rural Businesses		Tutor: Wes Game from Let's Do Business
Venue: Plumpton College at Flimwell, The Woodland Enterprise Centre, Flimwell, TN5 7PR	One day course	
	Start Time: 9.30 am. Finish time: 4.30 pm.	
Designed for: Small businesses in villages, small towns and the countryside.		
Aims of the course: To guide you through the		
Typical number of delegates: 6	Course runs once a year	
Course Timetable Starts with introductions, tea, coffee and biscuits.		
9.30	<ul style="list-style-type: none"> • Sources of Finance <ul style="list-style-type: none"> ○ Different types and methods of finance and their pros & cons ○ Where to go. • Barriers to obtaining finance <ul style="list-style-type: none"> ○ What are the factors and reasons hindering or stopping you? ○ What can you do to overcome or reduce these? ○ Issues surrounding Rural Businesses. • Identify the risks in your business <ul style="list-style-type: none"> ○ You need to be aware of the different risks within your business ○ What you are doing to reduce these? ○ Discuss them with potential funders – can they help? ○ Be honest and objective. • Financial assessments - know what you are talking about. <ul style="list-style-type: none"> ○ An overview of Cashflow Forecasts, Profit & Loss Accounts, Breakeven point etc ○ Why they are important and what it says about you. ○ Are you in control of the money – if not, how can someone invest/lend to you? ○ Review your past finances – Profitability, Cashflow etc. ○ Demonstrate how you will repay them – be realistic and don't try to "sell". • What is your growth strategy <ul style="list-style-type: none"> ○ Discussing your future plans and ideas. ○ What are you going to do differently to before? ○ Pricing strategy ○ Marketing strategy (Overview of Target Market, The Marketing Message and the Marketing Medium). Including the 7P's of marketing. ○ Promotions – different types, why they work and working out your pricing. • Plan B <ul style="list-style-type: none"> ○ Create various backup plans in case plan A doesn't work. ○ What is your worst case scenario? ○ How could the business cease trading? Yes Really!! • Talk about your competitors <ul style="list-style-type: none"> ○ Who they are, where they are? ○ What's good/bad about them? ○ How are they/you different? • What do your customers think about you? <ul style="list-style-type: none"> ○ Customer service – what are your customers saying about you. ○ Different ways to collect information. • Summary <ul style="list-style-type: none"> ○ Building up a picture of your business, so that someone wants to be a part of it – build a business plan. 	
Lunch		
4.30	<ul style="list-style-type: none"> ○ Summary of the topics discussed ○ Action point – what action will each person take following the day, and when? ○ Feedback forms to be completed. 	

Follow on course suggestions: Introduction to Web Design for Micro Businesses, ICT for sales and marketing for Rural Micro Businesses, Health and Safety Procedures and Awareness for Rural Businesses.

To book this course, for further information, Plumpton College at Flimwell, Woodland Enterprise Centre, Hastings Road, Flimwell, TN5 7PR Tel 01580 879 547 e-mail gammonc@plumpton.ac.uk

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