

## Thinking of Starting a Business

The *Thinking of Starting a Business* is a pre-start workbook aimed at those people who are at the very early stages of thinking about starting their own business. The 12 worksheets prompt the reader to consider what makes a business successful, the importance of having clear business vision and values from the outset, what skills might be required, and what sort of business fits with their business idea and personal circumstances.

**Format:** 50-page, full colour stapled workbook incorporating 12 worksheets and Action Plan (downloadable Microsoft Word® and Excel® worksheets accompany the workbook). RRP £14.95.

*This product may be used with SFEDI Awards and other qualifications.*



## Pricing

There are two pricing options available for the *Thinking of Starting a Business* workbook: **standard** and **premium**. These have been created in response to customer feedback and aim to suit different sizes of organisation, frequency of workshop delivery and our customers' varying needs and requirements. The differences, at a glance, are:

Pricing models – AT A GLANCE							
	Standard user			Premium user			
<b>Annual fee:</b>	None			£500			
<b>Learner resources:</b>	PDF, Microsoft Word and Excel templates carrying your company name			PDF, Microsoft Word and Excel templates carrying your company name and logo			
<b>Trainer support pack:</b>	None			Trainer delivery tips and ideas, example PowerPoint slides, example workshop outlines, example workshop and programme evaluation forms, workshop activities and games			
<b>Cumulative pricing</b>	None – each single order is treated as 'standalone'.			Numbers accumulate until the maximum 500+ plus band is reached. For example, if you order 101 copies, you would pay £8.50 per workbook ordered* until you reach the next banding level of 161–240 when you pay £7.25 per workbook. On reaching the 500+ level, you pay just £4.95 per workbook.			
Prices for each option – RRP £14.95							
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Number of copies ordered:	10*–20	21–60	61–100	101–160	161–240	241–500	500+
Unit price, per workbook:	<b>£14.95</b>	<b>£13.75</b>	<b>£12.65</b>	<b>11.50</b>	<b>£10.25</b>	<b>£9.15</b>	<b>£7.95</b>
Premium user							
Up-front annual licence fee = <b>£500</b> + VAT per year followed by cumulative workbook prices of:							
Number of copies ordered:	10*–20	21–60	61–100	101–160	161–240	241–500	500+
Unit price, per workbook:	<b>£11.95</b>	<b>£10.75</b>	<b>£9.65</b>	<b>£8.50</b>	<b>£7.25</b>	<b>£6.15</b>	<b>£4.95</b>

\*Minimum order = 10 workbooks per order. All workbook prices are zero VAT. Workbooks are packed in boxes of 20. Despatch costs = **£9.95** per box + VAT.  
Prices valid until 31st December 2015.

To order, call **0191 461 8022**

## Planning and Starting Your Business

The *Planning and Starting Your Business* workbook has been designed to take the reader, in clear and straightforward steps, through the sometimes challenging process of starting their own business. The clearly-written text and accompanying worksheets help learners understand how the various elements of marketing research and activity, sales forecasting and financial planning fit together to create their own business plan.

**Format:** 156-page full colour wirebound book incorporating 34 worksheets (downloadable Microsoft Word® and Excel® worksheets accompany this workbook). RRP £32.95.

*This product may be used with both the SFEDI Awards Level 2 qualification, 'Creating and Starting Your Own Business' and the Level 2 Certificate, 'Preparing to Set Up a New Business'.*



## Pricing

There are two pricing options available for the *Planning and Starting Your Business* workbook: **standard** and **premium**. These have been created in response to customer feedback and aim to suit different sizes of organisation, frequency of workshop delivery and our customers' varying needs and requirements. The differences, at a glance, are:

Pricing models – AT A GLANCE							
	Standard user			Premium user			
<b>Annual fee:</b>	None			£500			
<b>Learner resources:</b>	PDF, Microsoft Word and Excel templates carrying your company name			PDF, Microsoft Word and Excel templates carrying your company name and logo			
<b>Trainer support pack:</b>	None			Trainer delivery tips and ideas, example PowerPoint slides, example workshop outlines, example workshop and programme evaluation forms, workshop activities and games			
<b>Cumulative pricing</b>	None – each single order is treated as 'standalone'.			Numbers accumulate until the maximum 500+ plus band is reached. For example, if you order 101 copies, you would pay £15.25 per workbook ordered* until you reach the next banding level of 161–240 when you pay £14.85 per workbook. On reaching the 500+ level, you pay just £13.95 per workbook.			
Prices for each option – RRP £32.95							
<b>Standard user</b>							
Number of copies ordered:	10*–20	21–60	61–100	101–160	161–240	241–500	500+
Unit price, per workbook:	<b>£28.95</b>	<b>£27.50</b>	<b>£25.25</b>	<b>£24.00</b>	<b>£23.25</b>	<b>£21.00</b>	<b>£20.50</b>
<b>Premium user</b>							
Up-front annual licence fee = <b>£500</b> +VAT per year followed by cumulative workbook prices of:							
Number of copies ordered:	10*–20	21–60	61–100	101–160	161–240	241–500	500+
Unit price, per workbook:	<b>£20.00</b>	<b>£18.00</b>	<b>£17.50</b>	<b>£15.25</b>	<b>£14.85</b>	<b>£14.50</b>	<b>£13.95</b>

\*Minimum order = 10 workbooks per order. All workbook prices are zero VAT. Workbooks are packed in boxes of 20. Despatch costs = **£9.95** per box + VAT. Prices valid until 31st December 2015.

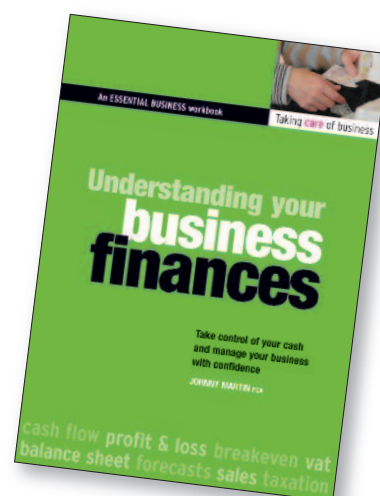
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## Understanding Your Business Finances

This practical, no-nonsense workbook transforms financial reports into powerful business planning tools. The workbook explores the three main financial reports: cash flow forecasts, profit and loss reports, and balance sheets. More importantly, it demonstrates how to use them to build and run a profitable business.

Ideal for anyone who is running or starting a business, the workbook offers expert guidance on everything from raising finance to making money.

**Format:** 118-page full colour wirebound book incorporating 12 worksheets (downloadable Microsoft Word® and Excel® worksheets accompany this workbook). RRP £28.95.



## Pricing

There are two pricing options available for the *Understanding Your Business Finances* workbook: **standard** and **premium**. These have been created in response to customer feedback and aim to suit different sizes of organisation, frequency of workshop delivery and our customers' varying needs and requirements. The differences, at a glance, are:

Pricing models – AT A GLANCE		
	Standard user	Premium user
<b>Annual fee:</b>	None	£500 (no fee for existing COBRA subscribers)
<b>Learner resources:</b>	PDF, Microsoft Word and Excel templates carrying your company name	PDF, Microsoft Word and Excel templates carrying your company name and logo
<b>Trainer support pack:</b>	None	Trainer delivery tips and ideas, example PowerPoint slides, example workshop outlines, example workshop and programme evaluation forms, workshop activities and games
<b>Cumulative pricing</b>	None – each single order is treated as 'standalone'.	Numbers accumulate until the maximum 500+ plus band is reached. For example, if you order 101 copies, you would pay £13.25 per workbook ordered* until you reach the next banding level of 161–240 when you pay £12.85 per workbook. On reaching the 500+ level, you pay just £11.95 per workbook.

Prices for each option – RRP £28.95							
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Premium user							
Up-front annual licence fee = <b>£500</b> +VAT per year followed by cumulative workbook prices of:							
Number of copies ordered:	10*–20	21–60	61–100	101–160	161–240	241–500	500+
Unit price, per workbook:	<b>£18.00</b>	<b>£16.20</b>	<b>£15.10</b>	<b>£13.25</b>	<b>£12.85</b>	<b>£12.10</b>	<b>£11.95</b>

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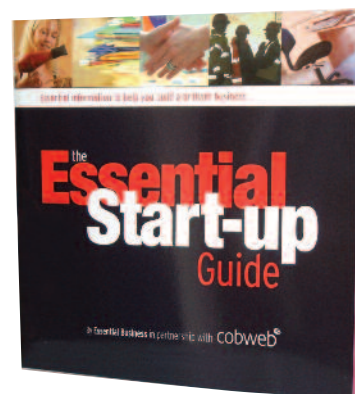
To order, call **0191 461 8022**

# Essential Business WORKBOOKS AND GUIDES

## THE ESSENTIAL START-UP GUIDE

The **Essential Start-up Guide** booklet covers the practical key tasks a new business owner carries out in the early stages of their enterprise such as choosing a business name, registering the business, working out costs and earnings, and so on.

The Guide is available in print or as a PDF and the cover can be branded with your logo, contact information and enterprise offer details. Call for more information about bespoke options and pricing.



Format: 24-page printed booklet, full colour throughout. RRP £5.95.

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The **Essential Business Guide** is the ideal practical reference resource for small business owners to keep on their desk, for business start ups and students on business studies courses. Advisers and trainers also use the Guide to fill their own knowledge gaps and to support their work. It is a useful companion publication for the Essential Business workbooks.

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