



INTRODUCTION TO SETTING UP A BUSINESS

Have a business idea but unsure where to start? This workshop covers everything from financial planning to marketing strategies, giving you the tools to launch and grow your business.

DATE

21 June 2025

TIME

9.30 - 16.30

LOCATION

Crawley College

COST

£60

COURSE CONTENT

Morning session (9:30 AM - 12:30 PM)

1 Steps to set up a business:

A step-by-step guide to registration and structuring.

2 Sole trader vs. limited company:

Pros and cons of different business structures.

3 VAT registration:

When and how to register for VAT.

4 Business idea validation:

Explore factors that determine success.

Afternoon session (1:30 PM - 4:30 PM)

5 Understanding customer needs:

Conduct market research.

6 Marketing & branding:

Learn how to promote your business.

7 Pricing strategies:

Set prices for maximum profit.

8 Selling strategies:

Explore online and offline sales methods.

WHO CAN JOIN?

No formal qualifications required, but good English skills are needed.

NEXT STEPS

Earn a college certificate and explore further business qualifications.

Please note: All courses are subject to demand and tutor availability. Course fees and details are accurate for the current academic year.



TO ENQUIRE OR TO BOOK, PLEASE SCAN THE QR CODE AND FILL IN THE BOOKING FORM.

crawley.ac.uk/discounted-courses