

# BUILDING YOUR BUSINESS



The Building Your Business program provides athletes with practical information and advice on how to start their own businesses.

The program has been separated into Beginner and Intermediate levels to ensure that the content is best suited to the athlete's needs.

'Skills to Get You Started in Your Business Venture\*\*' is the beginner module and covers the foundations of building a business in 1 x 90 minute session.

'Skills to Succeed in Your Established Business' involves 4 x 60 minute sessions, and takes athletes through the step by step requirements of building a business.

BEGINNER

Skills to get you started

If you are thinking of starting your own business or just want to know if running a business is for you, this course will give you an overview of the key steps to starting. Some examples are:

- o Assessing your business idea
- o Business structure
- o Understanding the risks
- o Business planning

INTERMEDIATE

Confirming your business idea

- o Confirm your business idea
- o Choose a structure to suit your business
- o Understand the risks

INTERMEDIATE

Writing a business plan

- o Where are you now?
- o Where do you want to be?
- o What actions are you going to take to get there?

INTERMEDIATE

Managing your business finances

- o Financial goals of the business
- o Budget
- o Cashflow
- o Record keeping

INTERMEDIATE

Marketing your business

- o Identify your target audience
- o Gather information
- o Discover your point of difference

\*Skills to Get Your Started in Your Business Venture is designed as a starting point for any athletes who may require additional support in business development. Athletes are not required to first complete the beginner module before registering for the intermediate program.