



derbyshire
enterprise
agency

where better business starts

Welcome to the Derbyshire Enterprise Agency

Derbyshire Enterprise Agency (DEA) - a wholly owned subsidiary of Derbyshire and Nottinghamshire Chamber - has more than 25 years experience of helping enterprising individuals get their business ideas off the ground, and of assisting small firms to survive and grow.



Turning your business dream into a reality

You've got an idea for a business but are not sure whether it will work and how to get started. Starting a business can seem like a lonely road, but Derbyshire Enterprise Agency is here to help and make sure you're not alone.

DEA can offer the support and expertise to turn your idea into a reality and ensure your business gets off the ground successfully and grows. A team of Business Advisers is here to give a helping hand, to listen to your idea and check out your business plan. DEA can also put you in touch with other organisations and agencies that may have the help you need.

Take control

There are many good reasons why you should take control and start your business now:

- **be your own boss:** the only person you have to answer to is yourself and you have freedom to do things the way you want and work flexibly
- **do what you're interested in:** you can choose what you do. If you do your research properly and address a gap in the market you can turn an interest or hobby into a profitable business
- **make your own deadlines:** you get to set and meet your own deadlines which in turn motivates you to work hard and drive your business forward
- **make a profit:** starting in business can be tough with long hours and difficult decisions to make, but if you run your business well the rewards can be huge and you get most of the profits
- **enjoy the variety:** every day will be different and keep you on your toes
- **have a second career:** you can have the best of both worlds by staying as an employee while running your own business
- **cut the commute:** you can operate from home, particularly at first. If you are based at home the long, tiring commute journeys will be a thing of the past
- **make the dream a reality:** it is possible to make it really big from very small beginnings, as Anita Roddick did by starting on a shoestring and developing her chain of Body Shop stores
- **take the help that is offered:** make it easier on yourself to get started

What help can DEA provide?

Let Derbyshire Enterprise Agency help you in the initial stages of setting up your business and during the early months of getting established.



Be Your Own Boss Taster Workshops

These provide the opportunity to discuss the essentials of starting a business.

These workshops will address:

- is there a gap for your product or service?
- how much money do you need to fund your new venture and where will this come from?
- how will you make sure your products and services are what your customers want?
- what equipment do you need?
- do you need premises or can you work from home?
- do you need to employ people?

They are the ideal opportunity to meet like-minded people and exchange ideas. They last 2 hours and are delivered early mornings, evenings and weekends to fit in with your schedule. **The cost of the workshops is £10 + VAT.**

Explorer Workshops

These four half day interactive and challenging workshops examine how an idea can become a sustainable business –

Explorer 1 – Introduction to business planning

On this workshop you will find out:

- what's in a simple business plan
- how planning benefits your business idea
- why a plan helps you to raise finance
- how to start putting a business plan together
- how DEA advisers and other business support services can help you





Explorer 2 - Will it Sell?

On this workshop you will learn:

- what makes products and services attractive to customers
- what makes a trusted brand
- how entrepreneurs have researched their customers and how you can do the same
- how small businesses launch their product and services
- mistakes and how to avoid them
- what resources and training is available to help you develop your ideas



Explorer 3 - Will it Pay?

This workshop will help you to:

- understand what makes a business profitable
- learn from successful and failed ventures
- understand the importance of price and the factors that control it
- know what's involved in raising finance to start a business
- know what sources of finance you can approach
- find resources and training to help with business planning



Explorer 4 – Marketing yourself 'online'

This workshop will take you through the basics of:

- planning a successful website
- ensuring your website is search engine friendly
- using email as a marketing tool
- using social networks (Facebook, LinkedIn and forums)
- adding your details to online directories and local search resources
- creating a business blog

Enterprise Explorer Workshops cost £50 + VAT

Enterprise Extra

Enterprise Extra is an intensive eight week programme of one-to-one business advice and support with 8 weekly development sessions and a host of benefits to get your business off to the best possible start. This intensive support programme includes:

- an initial diagnostic meeting to assess the business idea and address expectations of running your own business
- 8 x 1 hour weekly face to face support and development sessions with your business adviser (may be out of normal working hours to suit client need)
- access to 4 x Enterprise Explorer workshops
- unlimited email support
- unlimited telephone support
- introductory website to market your new business online including social media content (Facebook, LinkedIn, Twitter)
- free DNCC Membership for first 12 months of trading
- 100 business cards
- 12 month advertising campaign on Derbyshire Enterprise Agency and Derbyshire and Nottinghamshire Chamber of Commerce websites with monthly activity reports
- free DNCC Virtual Office Services for one year

Access to a range of essential discounted services through Chamber Members including:

- ✓ Vehicle signage / web copy / logo design
- ✓ Web copy
- ✓ Logo design
- ✓ Bookkeeping
- ✓ Payroll
- ✓ Accounting
- ✓ IT Support
- ✓ Telesales

**This 8 week programme costs £1,000 + VAT
(payment can be made in stages)**





On-Going Support

DEA's team of experienced advisers will still be there to support you once your business is up and running to answer any questions you may have and point you in the right direction so your business stays on track.

The ongoing support package, costing £215 per month includes:

- 2 x face-to-face support sessions per month, which can be out of normal working hours to suit your need
- unlimited email support
- unlimited telephone support

Brian Clough Business Centre in Osmaston, Derby

This managed workspace facility is a perfect location for new and expanding businesses. It offers a range of flexible accommodation, with 'easy in, easy out' leases and a range of facilities and support services on hand in the Centre. There is also access to a dedicated centre manager and meeting room facilities.

Each unit is supplied with an integrated telephone system, water and electricity as well as high levels of security including continuous digital CCTV and audio monitoring and ample onsite parking.

For further information about the Brian Clough Business Centre contact the Centre Manager on 01332 268600.

We did it!

Derby sisters Delia Smith and Charlene Sharp have embarked on an exciting new career in the health and beauty trade with the opening of their store, All About You, in Derby.



“DEA staff have been fantastic. We had the initial idea to set up the shop, but DEA helped us flesh the idea out and develop it into a really viable business plan. Through a series of one-to-one coaching sessions, we have built up our self-confidence, and nurtured our business skills to get us to where we are today.”

Charlene Sharp,
All About You, Derby

“Through one-to-one sessions and workshops, DEA gave us the belief and confidence to go for it and set up our own business. We have since won a number of contracts with large organisations, helping them to develop and deliver their social media strategies to engage with their customers.”

Martin Broadhurst and Mark Saxby
Status Social Media, Derby



What have you got to lose?
Call 01246 207207 and get started today
[www. derbyshireenterpriseagency.org](http://www.derbyshireenterpriseagency.org)

Registered Office:
Derbyshire Enterprise Agency, Canal Wharf,
Chesterfield, S41 7NA

Derbyshire Enterprise Agency is a division of

