

ACL

FREE
DIGITAL GUIDE



Creating a business plan for your start-up.

And how an **accounting qualification**
can increase your chances success.

aclessex.com/startup-smart



We're here to help you achieve the goals you have set your sights on throughout your life. ACL is not just about second chances; it's about third, fourth and fifth chances.

As well as skills and qualifications, ACL is also about making sure that learners flourish. This means their health, wellbeing and independence, their sense of community belonging, and their confidence and belief in themselves. Lifelong learning matters to us! Whatever your ambitions for learning might be, we're here to support you on your journey.

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ABOUT US

ACL Essex is the largest provider of adult education in the county. We're at the heart of our communities across Essex making a difference to residents and businesses, so everyone has the chance to make a difference for themselves, those around them, and the places that they live in.

FUNDING SUPPORT

If you are enrolling onto a course which leads to a qualification you may be entitled to support with:

- ▶ course fees
- ▶ transport costs
- ▶ IT equipment including laptop and access to Wi-Fi
- ▶ resources such as textbooks or equipment
- ▶ childcare

Find out more:

- ▶ aclessex.com/funding-support
- ▶ acl.studentfinances@essex.gov.uk
- ▶ 03330 321 132

SKILLS HUB

The Skills Hubs are a place for you to undertake online courses in a facilitated environment.

If you are not confident using technology, such as computers or any devices, our Skills Hub team can provide you with support. The hubs are also available to people that want to learn online but not at home, providing an opportunity to access a classroom environment with others.

Find out more:

- ▶ aclessex.com/skills-hub

Sign up to our newsletter -
www.aclessex.com/newsletter

LET'S BE SOCIAL

-  ACLEssex
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-  acl-essex

 aclessex.com/startup-smart

 lifelong.learning@essex.gov.uk



What is a **business plan**?

A business plan is used to explain the goals of your business, as well as how and when you will achieve them.

A company will use a business plan to get their business started, understand and develop their idea and encourage people to invest in the business. There isn't a template you have to follow when creating your plan, it varies depending on the needs of your business.

Finances are important to consider when starting a business and should be included as part of your business plan. Many businesses exist to make a profit - even those that don't will not want to be making a loss.

Some small business owners hire an accountant so they don't have to worry about that side of their business and this may be a good option for you, although it will be an extra cost. However even if you are planning on hiring an accountant (or an accounting team), having at least some accounting knowledge will give your business the best chance of success.

Here's a few of the reasons **why...**

- ✔ Accountants will need your guidance and input.
- ✔ Communication between you and your team will improve.
- ✔ You will make better decisions from a financial point of view and understand how these may effect your future.
- ✔ You will be better able to explain your plans while understanding the advice your accountant is giving you.

Find out more
about what you
could include in
your plan on the
next pages

Executive Summary.

An executive summary is an brief overview of your business plan.

You could include your companies mission statement, an overview of employees and management, who your target audience is, a brief description of the product and/or service you are providing, an overview of your marketing and sales plan, who your competitors are and financial information.

It should be clear and concise and summarise the main plan - the reader should get an overview of your business from it.

Notes & Ideas:



Over 60% of small business owners say they aren't very knowledgeable about the accounting parts of their business, this could have **lost them an average of £1,277.**

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You may be able to get your accounting qualification fully funded!

Business Description.

A business description gives information about your business and its unique selling points.

You could include the name of your business, information about the industry it is in, including the trends in that industry that may effect your business as it develops, further details about the employees and management, the hours and days the business will be running, the problem that your business is trying to solve, how you will make and deliver your product and/or service and details about how the business will make a profit.

Notes & Ideas:

Marketing Plan.

A marketing plan explains how you will attract customers and clients and grow your business.

As part of this you should research your competitors, thinking about their strengths and weaknesses so you can decide how you will make your company unique and stand out from other similar businesses.

You should also think about the different ways you can get people to hear about your business and how you can encourage them to use your business. You can also include any marketing campaign ideas you have and when you will launch them.

Notes & Ideas:



Your businesses values...

Considering the values of your business can help you to make decisions. Which are your top 3 values?

Achievement	Challenge	Happiness
Adventure	Community	Honesty
Authority	Creativity	Kindness
Balance	Curiosity	Learning
Beauty	Fairness	Popularity
Boldness	Faith	Respect
Compassion	Fun	Wealth



Product & Services.

In this section you should talk about the product(s) and/or service(s) your business will offer.

You should describe the product(s) and or service(s), explain the purpose of them and any problems you are hoping to solve through them, how much you will charge for each product or service and compare them to any similar products or services your competitors offer, thinking about how you can make your offer unique.

What makes you **unique**?

You can use this page to think of how you could make your product(s) and/or service(s) stand-out from some of your competitors.

Competitor	What makes you different?

Notes & Ideas:

Financial Plan & Budget.

The financial part of your business plan will be the main focus for anyone that is planning on investing in your business.

You should think about the costs of both starting your business and the cost of keeping your business running. You should also create a cash flow **projection**, this is different from a cash flow **statement**, which focuses on the past - a cash flow projection is a future prediction of the cash you expect to be coming into and going out of your business within a certain time frame in the future. You should aim to create an income statement each month for the first year of your business as this will help you to see any financial issues early on so you can adjust your plan.

Notes & Ideas:



The biggest cause of a UK business failing is **poor cash flow**. Decrease your chances of this happening by **understanding accounting**.

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Upcoming Courses.

- ▶ [Introduction to Accounting](#)
Starts: 18/09/2023
Duration: 2 weeks
Location: Online Live
Fee: FREE
- ▶ [Introduction to Accounting](#)
Starts: 18/09/2023
Duration: 2 weeks
Location: Chelmsford
Fee: FREE
- ▶ [Introduction to Accounting](#)
Starts: 18/09/2023
Duration: 2 weeks
Location: Brentwood
Fee: FREE
- ▶ [Introduction to Accounting](#)
Starts: 18/09/2023
Duration: 2 weeks
Location: Basildon
Fee: FREE
- ▶ [Introduction to Accounting](#)
Starts: 19/09/2023
Duration: 2 weeks
Location: Harlow
Fee: FREE
- ▶ [Introduction to Accounting](#)
Starts: 20/09/2023
Duration: 2 weeks
Location: Witham
Fee: FREE
- ▶ [Introduction to Accounting](#)
Starts: 22/09/2023
Duration: 2 weeks
Location: Clacton
Fee: FREE
- ▶ [Certificate in Accounting L2](#)
Starts: 25/09/2023
Duration: 39 weeks
Location: Chelmsford
Fee: POA*
- ▶ [Certificate in Accounting L2](#)
Starts: 25/09/2023
Duration: 39 weeks
Location: Basildon
Fee: POA*
- ▶ [Certificate in Accounting L2](#)
Starts: 25/09/2023
Duration: 42 weeks
Location: Brentwood
Fee: POA*
- ▶ [Certificate in Accounting L2](#)
Starts: 25/09/2023
Duration: 39 weeks
Location: Witham
Fee: POA*
- ▶ [Certificate in Accounting L2](#)
Starts: 26/09/2023
Duration: 39 weeks
Location: Harlow
Fee: POA*
- ▶ [Certificate in Accounting L2](#)
Starts: 27/09/2023
Duration: 39 weeks
Location: Witham
Fee: POA*
- ▶ [Certificate in Accounting L2](#)
Starts: 29/09/2023
Duration: 39 weeks
Location: Clacton
Fee: POA*
- ▶ [Diploma in Accounting L3](#)
Starts: 02/10/2023
Duration: 59 weeks
Location: Basildon
Fee: POA*
- ▶ [Diploma in Professional Accounting L4](#)
Starts: 02/10/2023
Duration: 74 weeks
Location: Chelmsford
Fee: POA*
- ▶ [Diploma in Accounting L3](#)
Starts: 03/10/2023
Duration: 59 weeks
Location: Brentwood
Fee: POA*
- ▶ [Diploma in Professional Accounting L4](#)
Starts: 05/10/2023
Duration: 74 weeks
Location: Colchester
Fee: POA*
- ▶ [Introduction to Accounting](#)
Starts: 31/10/2023
Duration: 2 weeks
Location: Colchester
Fee: FREE

*POA = Price on application.
This course could be fully funded if you meet the criteria.

Upcoming Courses.

- ▶ [Diploma in Accounting L3](#)
Starts: 02/11/2023
Duration: 59 weeks
Location: Colchester
Fee: POA*
- ▶ [Diploma in Accounting L3](#)
Starts: 02/11/2023
Duration: 59 weeks
Location: Online Live
Fee: POA*
- ▶ [Certificate in Accounting L2](#)
Starts: 07/11/2023
Duration: 39 weeks
Location: Colchester
Fee: POA*
- ▶ [Certificate in Accounting L2](#)
Starts: 10/11/2023
Duration: 39 weeks
Location: Online Live
Fee: POA*
- ▶ [Introduction to Accounting](#)
Starts: 10/01/2024
Duration: 2 weeks
Location: Online Live
Fee: FREE
- ▶ [Diploma in Accounting L3](#)
Starts: 06/02/2024
Duration: 59 weeks
Location: Online Live
Fee: POA*
- ▶ [Diploma in Accounting L3](#)
Starts: 07/02/2024
Duration: 59 weeks
Location: Online Live
Fee: POA*
- ▶ [Diploma in Accounting L3](#)
Starts: 17/04/2024
Duration: 59 weeks
Location: Chelmsford
Fee: POA*

We also offer one day business courses throughout the year designed to help you start, run and market your business.

You can learn more about these courses by [clicking here](#).

Notes & Ideas:

HOW TO ENROL

Once you have chosen your course/s, you can either enrol on our website or by phone.

1. ONLINE

Visit www.aclessex.com and create an account. You can then either search for the course title using the search box or browse our website.

Once the course has been selected, you will be asked to fill out an enrolment form (non-qualification course), or asked to enrol onto an assessment session (qualification).

2. PHONE

Call **03330 600 111** to talk to our Customer Services team. Before calling, please make a note of the course or course code where possible.

Our phone lines are currently open Monday to Friday, from 8:30am to 5pm, unless otherwise stated.

CONTACT US ONLINE OR BY EMAIL

 aclessex.com/contact-us

 lifelong.learning@essex.gov.uk



EQUALITY AND DIVERSITY

ACL is committed to fairness and equality of access, opportunity and outcome for all learners and potential learners. We oppose discrimination in any form and have a commitment to making our courses inclusive and available for all. We positively welcome enrolments from everyone, regardless of age, culture, race, religion/belief and sexual orientation, and actively promote Equality and Diversity across all areas of the service.

SAFEGUARDING

We are committed to the safeguarding of all our learners, staff, volunteers and visitors. We are particularly mindful of specific vulnerable groups although we promote the safety and wellbeing of all members of the ACL community. We want you to feel safe and not threatened by the environment or other people and we have policies and procedures in place to deal effectively with any safeguarding concerns raised. We ensure all staff are trained and our learners are advised on reporting concerns.