



Managing your business

Once you are in the process of getting your business up and running you need to understand how to manage your business. The guides explain how to promote your business, how to manage your finances effectively, how to make sure you stay within the law. You will also need to understand tax. Finally the guides will assist you to make a few decisions about how to set up your office and run your business operations day to day.

Sales and marketing

This document gives you information on:

- Promoting your business
- Sales techniques
- Pitching for new business
- Customer care



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Managing your finances

This document gives you information on:

- Bookkeeping
- Annual accounts
- Reviewing your cashflow
- Getting paid
- Controlling costs
- Running into problems



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Your business and the law

This document gives you information on:

- Licences
- Business insurance
- Health and safety
- Data protection
- Intellectual property
- Employing staff



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Understanding tax

This document gives you information on:

- Self-employed (sole traders and partnerships)
- Limited company
- Employees
- VAT
- Record keeping



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Setting up your office

This document gives you information on:

- Stationery
- Office equipment

- IT and communications
- Filing



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