



Introduction

The Trade Development Business Programme aims to enable Welsh businesses to create jobs and sustainable economic growth by supporting Welsh food and drink producers via the provision of specific support – the Sustainable Business Toolkit is an example of this support.

The toolkit consist of a series of business guides that will suit the needs of small, medium and large businesses in developing their business to deliver sales growth and job creation.

Module 1 – Starting Out

The purpose of this first module is to take you through the thought process of setting up a brand new food business.

Key topics include financial planning, legal requirements, and practical challenges facing those starting out in food & drink production.

Module 2 – Facilitating Growth

This module assumes you have successfully set up your new business, have dealt with all the initial legal issues and are now looking to move beyond this first stage.

Key topics include strategy, business structure, investment in expansion, and management.

Module 3 – Growth Through Marketing

This module introduces the concepts of marketing and discusses how you can use them to help you grow your business.

Key topics include marketing strategy, market research, the marketing mix, and branding.

Module 4 – Operational Excellence

This module now looks in some detail at exactly how your business will manage to make and sell the things it needs to in order to make a profit.

Key topics include planning, reporting, sales forecasting, manufacturing, supply chain management, distribution & logistics.

Module 5 – Managing Relationships

This module focuses on managing your customer relationships effectively.

Key topics include account management, category management, and preparation for meetings, negotiation.

Module 6 – Taking Stock & Looking Ahead

This final module looks further ahead and assumes your business is well established.

You are now looking to review and improve your current business, and to explore options for growth elsewhere, e.g. via NPD or Exports.