**Assignment – Running your own business**

There is no set format for this assignment. However you may wish to use this template which can be customised to suit your needs

**Background research**

These are different types of group training sessions available in my local area.

What are the types of group training the I would like to offer,

Why is there a need for these classes?

What are my target markets

How big an opportunity do I think there could be for each class I want to teach.

The suitable private/community venues or fitness facilities where I can offer my group sessions include (say whether private or community)

**Business Planning**

The aims and objectives of my new business are:

The key performance indicators (KPIs) include:

The important stages/milestones for the business are:

My unique selling points (USPs) of the business are

**Marketing strategy**

Here are:

An overview of the key objectives and targets for my marketing campaign.

A description of the target audience for my selected marketing campaign.

Ways to gain and retain clients in my business.

**Launching my business**

Here is a list of resources required to plan, prepare and launch my business.

Registrations (what sort – how much)

Keeping business records (how)

Completing self-assessment tax returns.

Paying income tax (managing reserves etc)

Business expenses (what sort of expenses might you anticipate?)

Insurances (what sort – where from – how much)

Licences (what sort – where from – how much)

**My digital profiles and social media**

How I will use my digital profile to positively promote my business.

**How I will review my business performance**

How you will review your business performance.