



Starting a successful business

The standards for Business Start Up

The Small Firms Enterprise Development Initiative (SFEDI) is delighted to introduce you to these Standards for Business Start-Up. They will be used to develop excellent business start up programmes and learning materials/media. They will form the basis of many qualifications and nationally recognised certificates. These qualifications will include a National Vocational Qualification/Scottish Vocational Qualification at Level 3. Such qualifications rely on assessment of the business start up candidate's competence by qualified assessors who are experienced in small business.

Small business friendly

Assessment against SFEDI standards is a great way of ensuring the business start up programme has delivered a successful set of outcomes for the new business owner. Everything has now been done to ensure that the use of these SFEDI standards is a small business friendly activity with no bureaucracy and no unnecessary paperwork.

Quality business start up programme

SFEDI can commend these standards to you as a way of ensuring you receive a high quality business start up programme and national recognition for completing the programme. Above all it will help your chances of business success.

Tony Robinson

Chief Executive, SFEDI. May 2000

Widely researched with proven good results

The Standards for Business Start Up have been widely researched among successful small businesses. They replace the Business Planning Standards which have been used by more than 30,000 people to start their businesses over the past 6 years.

Improved

Although people found the Business Planning Standards useful they find the new Standards for Business Start Up to be even better. The standards:

- now cover more subjects in greater detail;
- are more flexible; and
- have been approved by the Plain English Campaign.

Key to starting a successful business

The standards include all the things that should be considered to make sure that a new business starts successfully and remains successful. They make sure that the person starting the business:

- has an idea that will work;
- has the right skills to start the business;
- knows who they will sell their product or service to;
- knows when money will come into and out of the business;
- knows what will happen in their business once it is up and running;
- will not be surprised by any unforeseen events once the business is started;
- are able to present a good case for funding if it is needed;
- will get what they want from the business.

Where to get the Standards

To order the Standards, visit the SFEDI website at www.sfedico.uk, or phone the SFEDI Helpline on 0114 209 6269. You will also find details of supporting products.

How to use the SFEDI standards to start your business (a summary)

