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BUSINESS WALES

UNEB EWROPEAIDD
EUROPEAN UNION

Llywodraeth Cymru
Welsh Government

Cronfa Datblygu Rhanbarthol Ewrop
European Regional Development Fund

What is Business Wales?

Business Wales is the Welsh Government's fully-funded business support service, helping Welsh businesses and aspiring entrepreneurs to access the information, advice and support they require to start, run and grow their businesses.

No matter where a business is in their life cycle, from start-up to growth phase, established, expanding or maturity, Business Wales has the skills, experience and knowledge to guide and assist the ambitions of business.

The level of support is tailored according to the business need and we offer a mixture of online and face-to-face support, as well as workshops and individual advice.

O V E R V I E W

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- General business advice
- Equality, diversity and HR advice
- Environmental management, sustainability and resource efficiency advice
- Skills Gateway
- Business mentoring
- Online support
- Workshops on a wide range of subjects including accessing business finance, tendering and recruiting staff
- Experienced advisers offer face-to-face business advice either at your premises or at one of our local centres.

B U S I N E S S
S U P P O R T

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General Business Advice

- Business Planning
- Business Growth
- Self-employment
- Marketing
- Access to Finance
- ICT
- Premises
- Networking

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Information Provision

- Library of business materials and helpful templates relating to the Beauty and Practitioners Industry
- Industry Specific Information Factsheets
- Signposting to relevant support
- Funding Opportunities: Start-Up Loans, Development Bank of Wales

I N F O R M A T I O N
P R O V I S I O N

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Human Resources

- Recruitment – advice, strategies and best practice
- Developing and implementing contracts, policies and procedures
- Legal compliance
- Staff engagement

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Sustainability

- Cost-savings
- Maximising efficiencies
- Waste management
- Environmental Management Systems
- Legal compliance
- Signposting

S U S T A I N A B I L I T Y

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Skills Gateway

- Identifying training and development opportunities to upskill staff and support growth
- Sharing knowledge of available training provision
- Skills plan development
- Highlighting potential funding opportunities for training and skills development

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Mentoring

- Network of independent, volunteer business mentors
- Matching service
- Impartial sounding board
- Share experience and discuss ideas for business growth

M E N T O R I N G

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Workshops

- A wide range of fully-funded workshops including topics such as starting and running your business, accessing business finance, tendering, tax and bookkeeping, marketing, international trade.

W O R K S H O P S

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CASE STUDIES

Elen Samuel: Owner of Eve L'Amour Salon

- "Business Wales adviser Eve Goldsbury has provided invaluable support in assisting me to prepare my business plan and cashflow forecast in order to secure a SULCO loan of £15,000 for the refurbishment and purchase of equipment for my new beauty salon.
- I am now receiving further support and advice as I am looking to create one new job in my salon and ensuring my business is compliant with all Employment and HMRC legislations."

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DermoAz Clinic

- A medical grade aesthetic clinic, offering aesthetic, rejuvenation and laser treatments, including hair removal, injectable skin care and organic herbal skin care.
- Following a Business Wales start-up workshop, Azra and her husband received advisory support with start-up issues, including business planning, financial forecasts and marketing. Their adviser Carla Reynolds helped them secure a £15k start-up loan to successfully launch the business in December 2018.

CASE STUDIES

I’mpossible Fitness

- Nikki approached the Welsh Government’s Business Wales service for help with her start-up. She attended a Starting and Running a Business – Taking the Plunge workshop, as well as a workshop on Tax and Bookkeeping to gain an understanding of the key elements of being self-employed.
- Nikki was then supported by a business adviser Anwen Pari Owen, who provided guidance and support with Nikki’s business and financial planning, set-up, pricing, marketing and tax, amongst others, giving Nikki the confidence in her business idea as well as the knowledge to start up on her own.
- Nikki said: "I first started out with a very vague plan as to what I wanted to do and how the end project would look but not necessarily how to get there. Anwen helped me a lot with my business plan and helped me with understanding the steps I needed to take to actually get set up and running."

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