

Sirius

Newsletter
Summer 2010



For Women in Business

Forward Ladies
Monthly Newsletter



FORWARD LADIES www.forwardladies.com

Women often encounter specific challenges in achieving business success and at Forward Ladies we understand this.

Founded by Etta Cohen in 2000, Forward Ladies began as a small group of professional women meeting and sharing experiences.

Since then, we have grown with our members driving us forward and we're now one of the North's fastest growing, women's networking and business support organisations.

Our Mission "Promoting and celebrating the engagement and participation of women in economic success by enabling women to be more confident in life and business through knowledge, contacts, support and friendship."

What makes us different? Forward Ladies membership embraces women from all sectors and stages of professional life.

We offer a community for women to learn, share and encourage one another in a supportive environment.

We won't bombard you with mail outs – our website is our shop window. We'll keep you up-to date with news, up and coming events and opportunities via our regular e-newsletter.

meet!
Yorkshire Business Women's Network

Monday 19th July 7pm
Calf House Studios
Bishop Burton.
Join us for our last meeting before the summer break for a very special behind the scenes peak at Calf House Studios, home to Meet members Lynnda Worsnop and Tracey Spurgin and resident artists Graham Chambers and Janet Pelling, sculptor Peter Brown and photographer John Denton. There will be interactive sessions and food will be served in idyllic surroundings overlooking the Wolds.
Visit www.meet-yorkshire.co.uk. Click on "click here to register" to access further information.

Five things start ups should know. Key start up lessons, marketing or otherwise!

1. Have a Plan

Your marketing plan doesn't need to be huge, but it should contain: a detailed description of the service/product you're offering; a profile of your target customers; and a broad set of activities that will enable you to communicate with them.

2. Sweat before you Spend

Don't get excited and spend on flashy business cards and logos, websites etc. Instead trawl the internet for free business directories, use social media and even make some cold calls. **Bring in some business before you spend!**

3. Don't give up your day job too soon.

Many people leave their jobs to start new ventures, which can be a good plan but don't resign too early. In those early stages of your business its great to know you can still afford to pay the mortgage. You may feel that a day job holds you back from getting on with your new business, so make us of your time - get up half an hour earlier to use the internet, lunch time to make some calls etc. If you have the focus and determination, you can do a lot of business planning while holding down a day job.

4. Take good advice and listen to it.

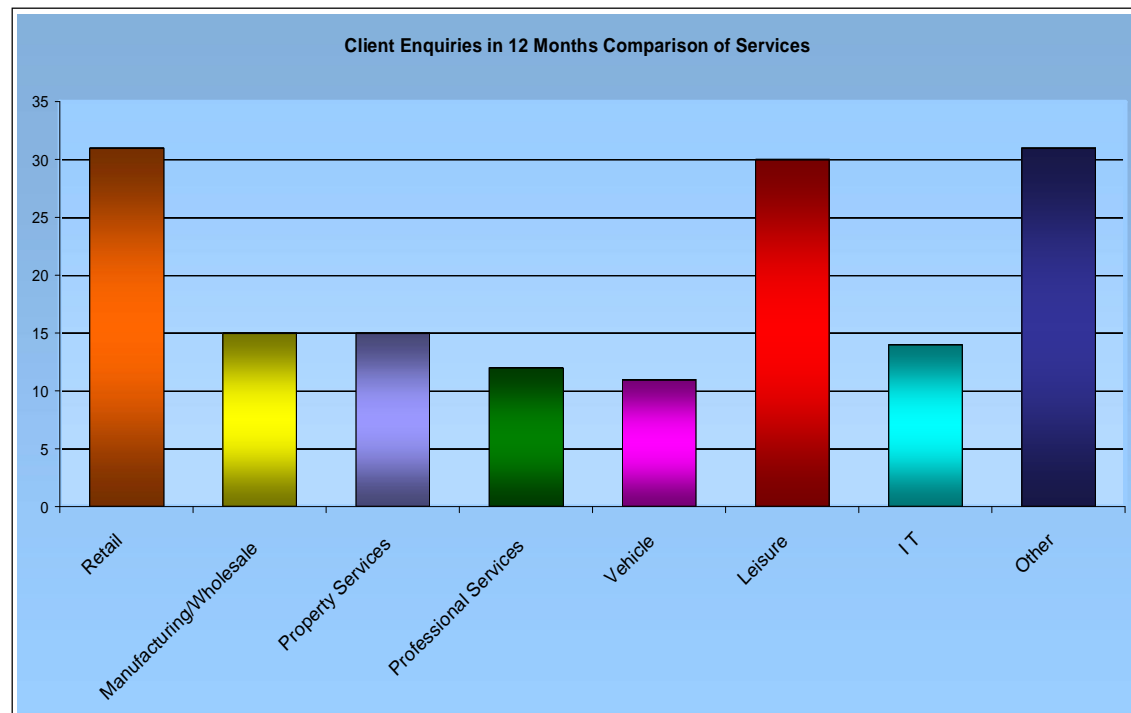
You may be an expert at what you do, but are you a financial director, HR manager, landlord, marketing expert? Take the "ask the expert" option whenever you can, seek advice from people with the necessary knowledge and experience and listen to them carefully.

5. Work "on" the business as well as "in" it.

It's easy to get stuck into the day-to-day running of the business, but in a small business you're also responsible for keeping an eye on the future. Know what your competitors are doing, know what market trend is about to hit and will it affect you? What are your future plans for the company?

Taken from "The Start-Up Donut", a useful resource you can access via the SIRIUS website front page. It's full of information valuable to all small businesses. Take a look!!

Below is a chart to show the varied range of businesses/business ideas of clients who have visited the office for advice or assistance over 12 months.





SIMPLE OFFICE FURNITURE started their business in February 09. Office Furniture Sales probably dipped to an all time low at the start of the recent and worst depression this country has ever seen, but there is always some good that comes from adversity if you look for it. We found the highest priority for most people was to **SAVE MONEY!**

With this in mind and many years in the industry, we recognised the suppliers we needed to bring on board with the right products, the best service, and the willing to be flexible in their approach to achieve customer satisfaction. This we have done and can now pass on those benefits to you, the most important person in the world as far as we are concerned. We can offer Free Consultation (large or small projects), Free Product Advice, Free Space Planning, Highly Competitive Prices (without compromising quality) and short lead times.

Please feel free to call us on 01482 214277 or Email us on sales@simpleofficefurniture.co.uk. Or if you have five minutes, why not visit our website at www.simpleofficefurniture.co.uk

Motor industry targeted by Hull business support programme

Garage bosses and other small businesses in Hull's motor industry have been finding out about the Grow Employment Sustainability scheme, which is offering free assistance to employers. Staff from lead contractor Probe (Hull) Ltd and the Goodwin Development Trust, one of the companies involved in delivering Grow, made their debut at a motor industry show at the Willerby Manor Hotel, organised by city company Waterloo Motor Trade Ltd, and are now following up on the contacts made.

Grow, which is funded through Yorkshire Forward, the European Regional Development Fund and One Hull – the city's local strategic partnership – is providing the scheme to help local employers develop sound strategies and improve their viability without losing staff. Probe is looking for other opportunities to meet employers at their trade events. The scheme offers two free days' support from KPMG and Rollits, as well as a meeting with the Grow Employment Sustainability team.

Any business interested in finding out more can visit: www.growinhull.co.uk or call 01482 710141.

Taken from the FSB 'Enterprise Weekly' newsletter for East & S. Yorks

Looking for offices in Hull or Hedon.

We have clients with fully serviced offices available in both locations. Further details available on www.sirius-hull.co.uk/latestnewsitems.

You can now download this and previous newsletters on our website: www.sirius-hull.co.uk.

If you require any further help or information please contact Alan, Carole or Jane on 01482 890146 or e-mail jane@sirius-hull.co.uk



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FREE ADVERTISING FEATURE ON OUR WEB SITE.

New to our web-site is a "Client Flyers" feature. If you have a flyer that you wish us to advertise on the site, forward a copy to jane@sirius-hull.co.uk and we will add it for you.

Saltend Community Development Company Limited t/a Sirius
Registered in England No : 3786722

Latest Sirius supported businesses include:-



JM Sports are proud to be the only independent Sports Shop in Hull City Centre, ac-

cessible to customers from all over the City of Hull and the East Riding.

They are the regions only supplier to Professional Clubs and Players in several sports including Rugby League, Rugby Union, Football and Boxing. Their customers stretch as far as Australia, Japan and the USA as well as serving almost every Country in Europe at some point in the last two years.

For equipment for whatever your sport contact us on 01482 217110 or www.jmsports.co.uk

yellowtruck.co.uk
web design consultancy

Superb, high quality web solutions for business at low cost. Yellow Truck is a local company with a great portfolio of websites, produced for many delighted clients.

We provide web solutions for business problems and can even arrange low-cost finance to help you get the right solution without compromising cash flow.

Call us today for a free consultation.

Yellow Truck (Hull) Ltd
Linden House Business Centre,
1 Convent Lane, Hull, HU3 2NT

Tel 01482 218251
www.yellowtruck.co.uk



Sweet, the Cake Company

has just opened its second shop on Cottingham Road, Hull. This follows on from their highly successful first venture in Souttergate, Hedon.



So for a cake for any occasion, call the Hedon shop 01482 896164 or Cottingham Road 01482 440364.

The Law governing child employment exists to ensure that children are protected and not exploited if they have a part time job while still of compulsory school age. If you are employing or thinking of employing any 13-16 year olds, visit the news section on the *Sirius* website for further information and guidance. www.sirius-hull.co.uk.



Sirius continues to have a close relationship with the Inland Revenue Business Support Team. We can put you in touch directly with them if you have any queries. We can also put you in touch with an accountant from Southgates if you need financial or accounting advice or assistance.

Don't forget to take a look at the events page on our web site www.sirius-hull.co.uk for a varied list of forthcoming workshops and seminars in the area, aimed at those either thinking about going into business or those who are already in business and looking for some guidance or assistance.



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