

Best Business Practice

- Are you a business in rural Gloucestershire employing 10 – 250 employees?
- Would you like to know how the performance of your company compares with other businesses in the same sector and of similar size?
- Would you like to access up to £3,000 matched funding to support external help within your business to work on improving identified weaknesses?

Examples include:

- Coaching to produce and communicate a company plan
- Implementation of standards such as ISO 9001 and 14001
- Development of sales strategies to attack new markets
- Support to plan and implement a PR campaign
- Help to improve recruitment and retention in the business

Then the Support to Implement Best Business Practice initiative could be for you.

There are 4 stages to the process:

The **first** phase of the process is the **Benchmarking** diagnostic. This is a rigorous exercise measuring key areas in the business. It compares performance in a number of areas; strategy, finance, planning, sales & marketing, operations and HR against other, similar businesses.

A comprehensive report is automatically generated, which illustrates performance against the comparator group and uses a traffic light system to highlight the strength of performance in a number of key areas.

The **second** stage is the **Strategic Action Plan** where the Business Link adviser helps the business owner to develop a structured plan linking the business's goals with practical solutions. This will detail the resources required and the milestones needed to ensure progress.

The **third** stage is **Support Specification**. If outside help is needed, we will work with you to identify the best solutions. This could include consultants and/or other professionals with strong SME experience and suitable backgrounds in the particular sector.

If consultancy is the chosen route then **up to £3,000** matched funding is available to support the implementation of these business improvements. You will choose the consultant from a number offered, contract and work with them and, once the project is completed to your satisfaction, claim the financial support as agreed.

The **fourth** stage of the process is the **Strategic Review**, which will occur 12-18 months later when the adviser returns for a review session and to assess progress toward the planned targets. At this stage the business will be re-benchmarked again.

One call and you're in business

01242 863 863
www.blgl.co.uk

Chargrove House Shurdington Cheltenham Gloucestershire GL51 4GA
Facsimile +44 (0) 1242 864101 e-mail info@blgl.co.uk