

Business Support Help

Food Business Support Pack

Sussex Enterprise is one of the biggest Chambers of Commerce in the country. They are here to support businesses like yours and to help you to grow. If you would like to make more money, save more money, increase productivity and stay on the right side of the law, read on. Whatever business you are in, however small or large, however established you are, they can help you prosper.

Owned by Sussex businesses, they have two main roles. Firstly, they are the official 'Voice of Business' for Sussex. They support any legislation that assists your daily business life, as well as challenging that which hinders local and national commerce. They are dedicated to improving the business environment for all of us.

Their other role is to provide practical business support, skills development, information and advice. They have a team of experienced advisors, a helpline and a website which is the gateway to expert services that can help you to move your business on.

They're always happy to talk to you!

Increasing your sales, reducing costs

Greater profitability comes not only from doing more business, but from doing it more efficiently. They can help with both ends. By looking at your markets, your customers and your product offering and suggest ways you can grow market-share, increase sales volumes and make more from each sale. But at the same time, they will look at your cost base.

Could you manufacture, import or buy in products and services more effectively?

Are your processes streamlined? Are you using technology to its best effect?

And of course, they will look at the heartbeat of your company; could you and your team be more effective, better motivated or better trained to push the business forward?

Planning for growth

Sussex Enterprise often finds that writing a clearly focused business plan is the first step to defining and achieving business goals. They can help you to write a practical informed business plan that will drive your business forward. Alternatively they are happy to review an existing plan, to help you create an action-orientated document that will inform decision-making at every level.

Get the best from your people

The more efficient your people are, the more profitable your business becomes

Your people are an integral part of the profitability of your company – improve their performance, and you will see your business grow. They can help you to look at ways of improving your productivity, by introducing a structured management framework, analysing your training needs or providing appropriate incentive schemes and team-building initiatives.

People you can trust

Sussex Enterprise has a team of independent advisors who specialise in analysing businesses to define what needs to be done to raise morale, raise productivity and raise sales. They will evaluate your training needs and tailor-make a programme, sourcing the most appropriate courses to plug your skills gaps.

They can also help you with:

- Management structure – where even slight changes can bring significant results
- Staff incentive schemes – encouraging people to achieve more
- Internal communications programmes – that help everyone share goals and pull together
- The legalities of employment – to keep you on the right side of dismissals, recruitment and contractual issues

Why not talk to one of their specialist advisors today and find out how they can help you to get the best from your people?

The right customers, more profit

Looking after existing customers and finding new customers to make you more profit. The relationship between profit and customers is rarely a numbers game. Outside of commodity businesses, analysis soon identifies good customers, mediocre customers and customers that actually cost you money.

The trick is encouraging the profitable customers and encouraging more like them, while having the courage to let the less profitable sectors decline. Sussex Enterprise can help you develop an informed marketing strategy and define and implement this process in order to win the right customers at the right price. This includes:

- Looking at your brand and your positioning
- Defining your competitive advantage
- Helping you create sound communication messages
- Choosing the right sales channel

Choosing the most effective sales channels and moving into new ones is not easy. Do you open a retail outlet, or go out knocking on doors? Should you recruit your own sales force or engage a sales agent? What about resellers? What about the Internet?

They can help you to probe these questions and many more and then help you implement new sales strategies to expand your sales opportunities with minimum risk.

Making sense of the red tape

They have helped many businesses to stay on the right side of the law. As the 'Voice of Business' for Sussex, they constantly battle on your behalf to get bureaucracy reduced for both small businesses and large – but it's never going to go away completely.

Sussex Enterprise advisors can tell you how new legislation affects your industry and your business.

They can help with:

- Health and safety issues
- Environmental policies
- Employment law issues
- Industry-specific requirements

One-to-one practical advice for existing and start up businesses

Their business advisors will provide the help you need, when you need it most.

A team of highly qualified and experienced advisors provide objective, practical advice that can make a real difference to your business. They will introduce you to an advisor with a relevant background. He or she will take time to understand the challenges you are facing and propose strategies that can help you to develop your business at a pace that suits you.

Their specialist people development advisors will discuss your training needs and help you find a solution to improve your staff's skills.

A preliminary discussion is absolutely free – why not get in touch to find out more?

Business advice – on tap for all entrepreneurs in Sussex!

Supporting their team of business advisors, they have the business helpline – your one-call access to the most up-to-date information in Sussex. Sussex Enterprise's Business Intelligence Team gives practical, knowledgeable advice on all areas that affect your business, including:

- Information on how to start a business and the support services available to you
- Finance and debt collection solutions
- Sales, marketing and market intelligence advice

Don't take our word for it! Give them a call now on 0845 67 888 67 and put them to the test.