



Participating fully in the economy through wealth creation
Enterprise skills training and promotion strategies

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Equinox Consulting actively support prospective and existing business people by providing management support in a variety of ways to help them set up and achieve growth in their business.

We provide

- Counselling and business planning services
- Business skills training and seminars
- Researching issues that promote the development of robust strategies for statutory sector intervention and support

We specialise in enterprise development and promote strategies aimed at transforming inner city areas into vibrant places for economic activity.

We undertake rigorous research of issues that affect small businesses and devise appropriate strategies.

We work directly with business people, helping them develop business enterprise skills through training programmes, management skills workshops and motivational and topical issues seminars. We also assist businesses to develop business plans, marketing strategies, operational and delivery plans and refinancing proposals to enable them to be more competitive.

We work with enterprise agencies and institutions to promote business development to the BME communities.

Equinox Consulting is an innovative, dynamic and specialist management consultancy promoting social and economic advancement for disadvantaged communities through **management consultancy, training and research services in community development, enterprise generation strategies and employment initiatives.**

Over the past 28 years, we have worked with community organisations and individuals primarily from African, Caribbean and Asian communities and have executed projects that affect inner city, black and ethnic minority, refugee and other excluded communities.

Please find attached our project sheet which provides more information on projects we have carried out on this service.

You may also visit our website at www.equinoxconsulting.net for more information on other services we offer such as

- facilitation of strategic awaydays
- policy research on minority issues
- evaluations, reviews and appraisals
- strategic business and delivery plans
- feasibility studies for community facilities
- roles and responsibilities of board trustees
- management training and leadership courses
- capacity building and community consultations
- enterprise skills training and promotion strategies
- employment skills training and placement initiatives



Equinox Consulting actively support prospective and existing business people by providing management support in a variety of ways to help them set up and achieve growth in their business. We provide: Counselling and business planning services, Business skills training and seminars, Researching issues that promote the development of robust strategies for statutory sector intervention and support



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Enterprise Business Plans



We also assist businesses to develop business plans, marketing strategies, operational and delivery plans and refinancing proposals to enable them to be more competitive.

Kings Pharma

Business plan for the establishment of a global multi-million pound pharmaceutical distribution operation to distribute branded products on an ethical basis

L'escargot Hotel

Development of a business plan for a small hotel in Ghana

Convenience Store

Business plan for the setting up and operation of a convenience store on a London housing estate

Caribbean Foods International

An analysis of the market for food produce from Africa and the Caribbean. This involved the identification of the main distributors and retail outlets, a survey of buying habits and preferences, the development of an industry model examining capacity and financial parameters, warehousing facilities, and the determination of factors influencing profitability. This was executed for Caribbean Food International who were interested in entering the

UK market for distribution of fruits and vegetables from Africa and the Caribbean.

Brixton Academy

A feasibility study for the operation of an entertainment venue for musical events and pop concerts in South London.

Black Vision Co-operative Video Productions

A refinancing proposal for a film/video production and distribution company. This involved

an analysis of the objectives of the organisation leading to the decision to focus on the marketing of black films and video and their positioning in the production market to cover ethnic minority events.

Scope

A refinancing proposal for a magazine targeted at young black people. This involved a survey of the prospective readership, an investigation of the appropriate distribution mechanism using agents in institutes of further studies, and the identification of sources of funding for this workers co-operative.

Lifestyle Magazine

A market survey for a freely distributed magazine in London targeted at young males. This involved interviews with the top 25 advertising companies in Britain to assess their views on the concept and whether they would buy space for their clients in this magazine.

Ultimate Hair Salon, -Emiles, - Christies, Chic Unique

Business and marketing plans for several hairdressing salons. This led to the organisations developing a franchising operation as the best option for expansion

Paradise Cuisine, -Bambaya Restaurant, - Far-I

Business plans for the operation of African-Caribbean Restaurants. The work involved an investigation of their physical and human resources, the parameters for production, the marketing strategy to be adopted and the costing of the capital and credit requirements of these restaurants.

L.E. Campbell, 1990 - J.J. Travel and Shipping

A business plan for the expansion and operation of a travel agency. This involved an investigation into the relative strength of the two locations of the company and a recommendation on the activities on which each location should concentrate. The West End office to concentrate on package tours and the Brixton office to concentrate on people visiting friends and relatives in the Caribbean.

Kotu Point Hotel

A feasibility study for the setting up and operation of a tourist hotel in the Gambia.

Deck Hair and Beauty Products

A strategic analysis of the market for black hair products in Britain. This involved an analysis of the key features of the industry, market structure, segmentation, buyer behaviour, production and product developments, main operators, factors affecting demand and supply, integration and diversification strategies. This was incorporated into a business plan for the establishment of the first black-owned hair products manufacturing and distribution company in Britain.



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Enterprise Projects



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Southwark Borough Council

A comprehensive review of the business development services provided in the borough as part of a best value review

Brixton City Challenge

Management of a £300,000 Small Business Grants Fund which involved: publicising the fund, designing the application pack, counselling deserving businesses, reviewing their business plans and assessing them for funding. Over 109 businesses were assisted with small grants to assist their expansion.

Waltham Forest Housing Action Trust

The design, development and implementation of a total enterprise support package as part of the regeneration and renewal of four housing estates in the borough. This package involved providing training and one on one support to residents who wanted to set up in business on the estates. Providing business plan support to business people to enable them access loans from a special fund set up in association with the banks, providing seminars on topical issues to existing business people and assisting them to set up an association that would provide mutual support to the business people living on the estate.

International Finance Corporation

Appraising proposals for funding from various corporations in Zimbabwe, Botswana, Namibia, and Zambia

International Finance Corporation

Implementation of enterprise assistance to black business people in South Africa who were interested in expanding their businesses or buying into established existing businesses.

Brixton City Challenge

Feasibility study into the setting up and operation of a loans and grants fund for direct assistance to businesses in the Brixton City Challenge area. This involved a review of the operation of other grants funds and an analysis of discussions with a variety of stakeholders in the borough.

Waltham Forest Race Equality Council

Development of a directory of information sources for black and minority ethnic users of the service

Waltham Forest Housing Action Trust

Development of procurement initiative to ensure minority ethnic contractors benefit from construction work in the redevelopment of the estates

Waltham Forest Economic Development Unit

Development of a directory of ethnic minority business

Hackney Council, Haringey Council

The compilation of directories of ethnic minority businesses in two London Boroughs. A combination of street by street identification of businesses as well as utilisation of sources such as, professional advisors, VAT records and existing directories.

Home Office - Prison service

Placement of temporary administrative staff with several Home Office Departments

Tower Trading International

Review of their employment strategy as relates to the employment of a key worker from overseas.

Ceddo

Advising a film production company on the appointment of a general manager. This involved the development of job and person specifications for the position, advertising, short-listing and selection of the successful candidate.

Black Business Development Association (H & F)

Advising a Black Business Association on the appointment of an Executive Director.

Greater London Council

Counselling, job preparation and job search for ethnic minority staff on abolition of the GLC. This involved advising members of staff on their career plans, organising seminars on interviewing skills and CV development, and responding to applications, contacts with potential employers and placement in jobs.



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Enterprise Training



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CERFE - Italy

Implementation of a training course for migrants who are interested in setting up a community association to provide information to other migrants. This involved sessions on enterprise development, drawing up business plans in the light of comparative experience in other EU countries.

South Thames Training and Enterprise Council, Inner London North Department of Employment, Inner London South Department of Employment

The implementation of Enterprise Awareness Seminars for unemployed people going into self employment who are applying for Central Government Assistance. Topics included: Before You Start, Types of Businesses, Market Research, Marketing, Advice, Counselling and Training Sources, Obtaining Finance, Managing Money, Time Management. These courses were implemented for the Department of Employment.

Black Business Association Waltham Forest, Tudor Trust

Black Business Development Association Hammersmith and Fulham,

The design, development and implementation of a Business start-up course. Topics included: Business Communications and Attitudes, Marketing Research, Marketing, Sales and Negotiation Skills, Production and Service Management, Business Planning, Structure of Business, Final Accounts, Cash Flows, Taxation, Premises and Capital Requirements, Sources of Finance, Employment Issues, Planning for Future, Time Management and Pricing and Costing.

Black Business Association Waltham Forest

Design and implementation of Business Management Course for 20 unemployed young people wishing to set up in business or find employment. Subjects covered included: Finance, Marketing, Assertiveness, Job Preparation, and Business Plan.

Black Business Association Waltham Forest

The design and implementation of a Women into Management course funded by the European Social Fund and a North London Borough. This included various aspects of management, business skills, personal development, job search and familiarisation with Information Technology and hands-on experience with several popular application packages.

London East Training and Enterprise Council

The design, development of Business Growth Seminars for small businesses at the initial stage of expansion. Topics included: Strategic Business Planning, Market Research and Use of Support Agencies, Production and Service Management, Financial Management and Control, Human Resource Development, Sources of Finance, Taxation, Understanding and Using Financial Statements, Marketing and Business Policy.

North London Training and Enterprise Council, South Thames Training and Enterprise Council, Brent Council, London East Training and Enterprise Council

The implementation of Business Skills Seminars for business people in the first year of business. Topics included: Marketing Your Business, Customer Care, Practical Marketing, More Profit Fast!, Taxation, Advertising and Promotion, Effective Management, Direct Marketing, Export Marketing, Bookkeeping, Accounting Towards Profit, Understanding Finance, Personal Selling, Employing People, Accounting with Computers, Communicate for Profit, Time and Stress Management, Computers in Business.

Wandsworth Enterprise Agency, Training Agency

Design and development of a specialist training programme for entrepreneurs benefiting from the Enterprise Allowance Scheme.

Manpower Services Commission, Training Agency

South Thames Training and Enterprise Council

The design, development, organisation and implementation of Business Enterprise Programs targeted at prospective entrepreneurs. Topics included: Business Communications, Business Plans, Sales and Negotiation Skills, Sales Forecasting, Premises and Capital Requirements, Business Viability Market Research, Book and Record-keeping, Entrepreneurship, Production and Service Management, Pricing and Costing, Legal Structure of Business, Advertising and Promotion, Product Development and Distribution, Financial Control, Financial Statements and Business Strategy.

Haringey Council

The implementation of a co-operative development course for six worker co-operatives. This involved a series of seminars and counselling sessions for these co-operatives in Objectives and Strategy, Marketing, Production, Finance and People Management

ICOM Women's Link-Up

The design, and implementation of business workshops for women setting up in business.

