

Caribbean TIMES

Friday 17th October to Thursday 23rd 1986

Issue No. 291

Equinox stage business course

Equinox, the south London business consultancy firm, have successfully completed several training courses for people wishing to run their own business. The majority of the participants on the courses are from the Afro-Caribbean community and over a third are women. They come with a rich and varied array of business ideas spanning the manufacturing and service industries including catering, publishing, agencies, promotion and printing businesses.

These business courses are designed for people with ideas who are unable to find appropriate courses where they can learn about the steps neces-

sary prior to setting up in business.

The course will be run in South Kilburn, NW6 and is designed in two parts; starting with a two day business workshop – over the weekend of 18/19 October 1986 – looking at business organisations, marketing of a product or service, financial and physical resources, financial pitfalls and how to get the business started. This is followed by a Self-Employment course over five weeks covering both the theoretical and practical aspects of how to launch and run a successful business, including the functional areas of management – marketing, finance, production and personnel.

The programme comprises 19 three-hour sessions containing lectures, discussions, case studies and role playing. Participants will have an opportunity to discuss and relate areas of study to their particular business, meet other people in business, officials from the local council and local organisations serving the needs of business people.

This unique course running over evenings and weekends has been designed to make it convenient for a wide range of people to attend, thus any person embarking on a new small business venture or self employment, unemployed people setting up in business, people in

employment with business ideas that can be developed into viable businesses and existing business people wishing to acquire skills to enable them to run their business more efficiently or expand, will benefit from the course.

The courses are free to participants and are organised by Equinox Associates with sponsorship from the Manpower Services Commission.

Equinox Associates, Britain's leading black business consultancy, is a Brixton-based commercial company dedicated to the transformation of black and disadvantaged inner city communities into assertive, independent and self-determining groups with economic

power. This is achieved through an integrated approach of Consultancy, Training and Research.

In view of the fact that many black and ethnic minority people have not had opportunities to attend such courses, it is expected that many of the participants will be from these communities. Equinox have developed a network of black professionals from which tutors are drawn to teach on courses. The approach of using black professionals has elicited a positive response from previous participants who felt the course surpassed their highest expectations.

Dedicated people with a definite business idea and the commit-

ment to devote nine evenings and three weekends to get an exposure to the skills required to run a successful business and get advice and help in firming up their business plan may apply for the course.

The business workshop will be held on 18 and 19 October, 1986 and the Self-Employment course starts on Saturday 1 November, 1986. Interviews began on October 6.

APPLY NOW BY TELEPHONING:

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