



Westminster Kingsway
central London's College



BRICKS & CLICKS

Bootcamp for the new modern retailer

A **Specialist Retail Bootcamp** - whether you are thinking of setting up a physical retail or an online business or in the early stages of developing a retail business, then this six part Bootcamp is for you.

The 'Bricks & Clicks' Bootcamp is for the modern retailer looking to sell to a diverse range of customers through shops or markets, wholesale operations, websites, cafes or restaurants.

WESTMINSTER KINGSWAY COLLEGE
SIX WEEKLY SESSIONS

You can also contact Di Gowland at Westminster Kingsway College on 020 7025 1984 or email di.gowland@westking.ac.uk for further information
To book your place visit www.thebusinessbootcamp.org/bootcamps/bricks-clicks



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Bootcamp for the modern retailer

The Bootcamp is for individuals in the early stages of running a retail business. It will give clear guidance and answer questions on customers, product and service ranges, pricing and avoiding pitfalls.

It is also for those looking to start a retail operation in the future and considering if an idea, hobby or concept could be made into an actual business. It will cover all the foundations of starting out, from writing business plans to researching customers and helping you make it all happen.

The Bootcamp is ideal for either the online retailer looking to sell in the high street or a traditional retailer looking to use the latest technology and techniques to create a winning on-line shop.

This programme is run by industry experts and includes and builds the knowledge, toolkits and skills that are most commonly needed to ensure successful foundations for retail businesses.

The 'Bricks & Clicks' Bootcamp takes place at Westminster Kingsway College's Soho Centre in central London in partnership with Buying Vision Ltd.

The 'Bricks & Clicks' Bootcamp will consist of the following:

- 6 x 2 hour informative evening sessions

The Bootcamp will take place on the following Tuesday evenings

- Dates: February 21 and 28, March 6, 13, 20 and 27

The 'Bricks & Clicks' Bootcamp will cost £175 Including VAT

Places are limited to only 30, so contact us now to book your place.

We are offering an **Early Bird Price** for the first 15 applicants £150, including VAT

For further information visit www.thebusinessbootcamp.org/bootcamps/bricks-clicks

Six weekly workshops

Course Outline

Session 1

“H” is for hobby but “B” is for business

- How to turn an interest or hobby into a business.
- What do you need to learn and do to make this happen?
- How to evaluate yourself and your business idea.

Session 2

Getting off the ground

- Carrying out market research, identifying and understanding your competition, establishing a pricing and product/service strategy.

Session 3

Making it happen

- A thorough look at cash flow and finances.
- Developing a business plan and selling it and you to banks.

Session 4

Clicks - how it all works

- A session focused on the internet and selling online.
- How to optimise social media and use search engines.

Session 5

Sales and Selling

- Who are you aiming at selling to and what are they going to buy?
- Drafting and delivering sales pitches to customers.

Session 6

Arrivals and Destinations

- How to market and advertise yourself and your business.
- Developing a brand name, how to do it.
- PR and public relations.