

# New firm to help you brush up on skills

A NEW company has been launched in Weston-super-Mare this week.

Spirit Business Training said it will be providing class-based business skills courses and consultancy for small to medium-sized enterprise (SME) and businesses across the South West.

The one-day courses will cover business skills such as starting a new business, accounting, PR, marketing, sales, purchasing and operations.

They are aimed at small business owners and their employees, the self-employed, mumpreneurs and those looking to start up a new venture, including the recently or long-term unemployed.

Wendy Thorne, founder of Spirit Business Training, said: "Most new businesses are built on a skill, passion or interest, but to achieve financial success, it's important for entrepreneurs to also recognise their weaknesses and either build on these skills or bring new people into the business.

"However, essential skills such as understanding the difference between cost and price, how to put together a marketing mix and promotional mix and tackling tax returns can be easily and quickly learned and really help to bring overhead costs down."

Wendy Thorne will be giving a free seminar on Wednesday, February 2, at The North Somerset Business Show, Puxton Park, Weston-super-Mare.

Wendy added: "Statistics show that nationally, 50 per cent of new businesses fail in the first year and a staggering 95 per cent fail within five years, so gaining such essential business skills will ensure that you and your business are not just another statistic. This is pertinent for anyone who may be thinking about using a redundancy settlement to start a new venture."