



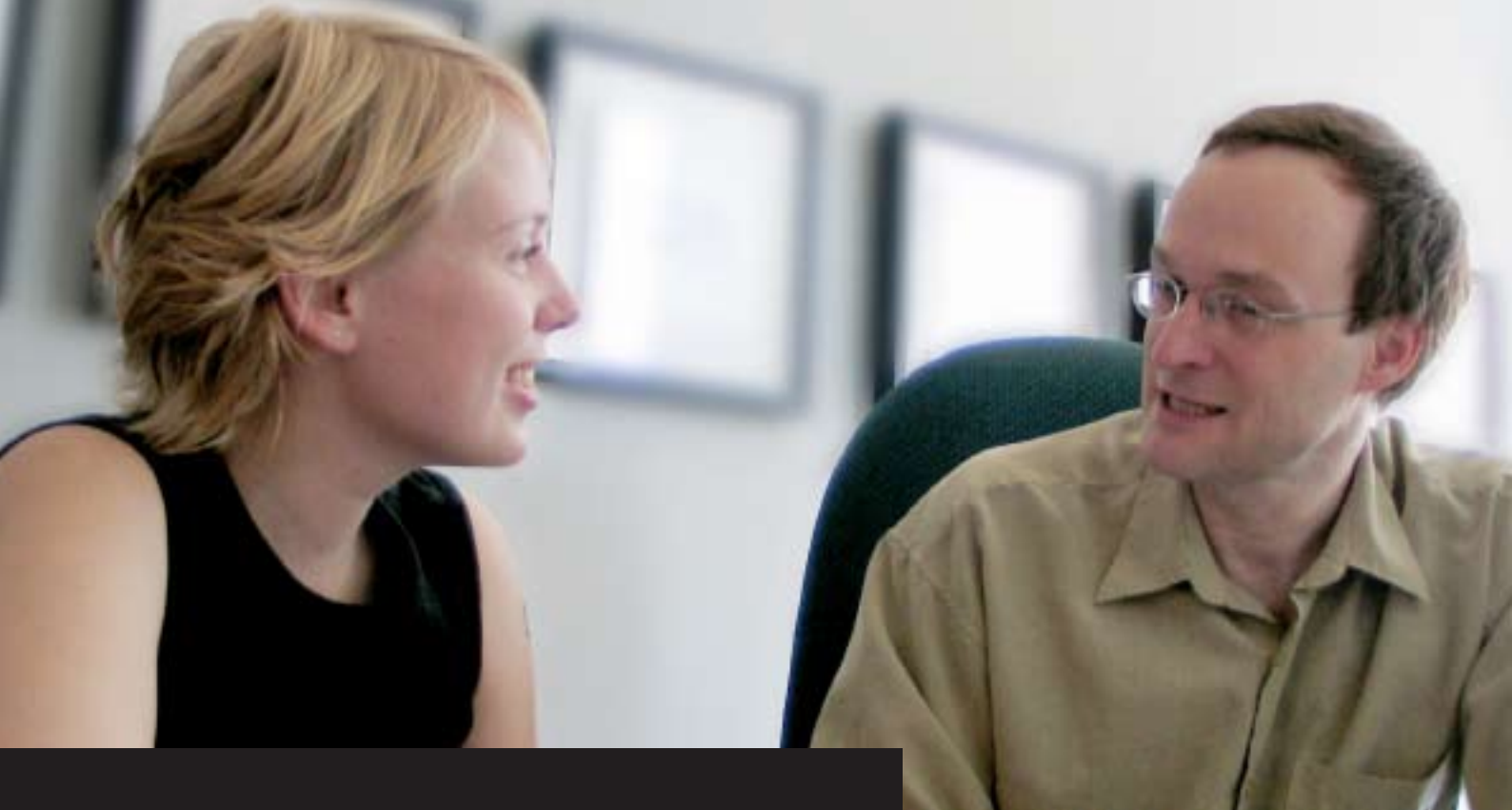
Helping Drive New Enterprise in East Anglia



East Anglian Enterprise Initiative (EAEI) is a not-for-profit project designed to support and stimulate the growth of new enterprise in East Anglia (Norfolk, Suffolk, Cambridge and Essex).

At its core the EAEI is focused on giving the owners and managers of new businesses access to the essential knowledge, skills and support that are vital to every new enterprise.

The EAEI is also a platform for those starting up in business to share views and experiences with others on the same journey.



You Might Need Some Help!

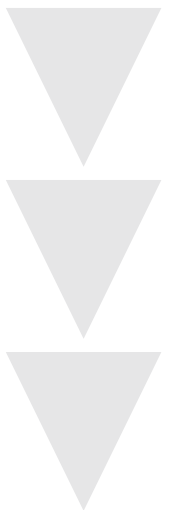
Starting your own business is a massively exciting time, filled with expectation and anticipation. However, as so many others have discovered, drive, passion and determination are only parts of a bigger picture. Essential business knowledge is key to giving you the very best chance of making your Enterprise come to life and grow.

The East Anglian Enterprise Initiative brings together a collection of trusted and ethical partners who offer their time, knowledge and experience to help others.

In each case, every partner commits an offer of help and support with **NO UPFRONT CHARGES** or **OBLIGATION**.

...in short, you can get initial advice, help and guidance without the need to invest financially.

If you choose to obtain further services from these partners, you can do this safe in the knowledge that you've already been able to establish the value of their expertise and experience.



“How Can you Help Me?”



These support services cover the following areas:

Business Design & Planning – *Getting it right from the start*

Financial Awareness and Planning – *Understanding the essentials*

Basic Bookkeeping & Accounting for Small Business

Raising Funding & Sourcing Finance – *Keep your business flowing*

Creating a Compelling Sales Proposition – *Make selling easy and profitable*

Marketing and Business Branding – *Present your business with flair and style*

Sales and Marketing Plans and Processes – *The Fundamentals of Profit Generation*

Lead Generation & Harvesting – *How to build your Sales Flow*

HR, Recruiting and Managing Staff – *Keeping it ethical and legal*

Staff Training and Continual Professional Development

Executive Coaching and Development – *Be the best you can be*

IT and Communications – *Making technology work for You!*

Social Media in Business – *The Basics to Advanced*

Effective Office Management – *Make the ‘Admin’ work for you*



East Anglian Enterprise Initiative

PURPOSE

This document expresses the purpose of the Enterprise Initiative and invites both business owners (as well as those in pre-start up) and business support groups and organisations to become involved.

All partners to the EAEI agree to supply services and provide support in-line with our Core Values, which are:

Ethics

All companies, organisations and individuals involved in the EAEI acknowledge the essential need in business to operate in an honest, ethical and transparent way.

As such, partners give a serious commitment to communicate and operate with honesty, transparency and integrity at all times. Respect and courtesy are core to good business relationships.

This commitment extends to

Giving Best Advice – irrespective of the commercial position or nature of the partners, in all cases Support Services are offered with a total commitment to giving best advice at all times.

This means that the advice and guidance you will receive is not based on a the desire to supply services, for financial gain or other reward - but rather that you will be given the advice that best serves your needs and objectives.

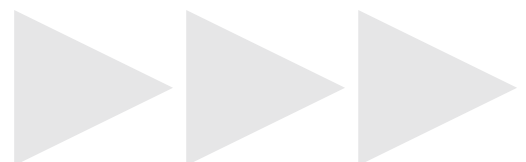
Value

Likewise, partners to the EAEI recognise that in aiming to support others, who are just starting out in their New Enterprise, the need to deliver value is critical. Your investment and commitment in terms of time is recognised and all partners aim to deliver advice of quality and value.

Support services, in the form of advice, coaching, training, mentoring or other, are offered, at point of entry, at no charge and with no obligation.

Confidence & Trust

One major feature of the EAEI is that this is an Independent Initiative. As such, all communications, consultation an advice is bound by our strict Code of Confidence, this assures complete confidentiality at all times.





No Hidden Agenda

It's also important for you to know that the EAEI is a not-for-profit project and no partner in this service has bought or paid for their involvement. Unlike some directory services that are nothing more than a marketing and advertising platform, the EAEI charges no entry or on-going fees to its partners. It is self-funding and self-regulating. It has no party political affiliation and has no direct financial support from any external organisation or corporation.

All partners are invited to participate in this project because they are recognised by their peers, who share like-minded attitudes, for their genuine desire to give help to others and provide a valuable service.

Right Place, Right Time

There are three stages of the business life-cycle:

Start-Up – this begins at pre-start, in the early stages of setting out the business and through the first 12 months of the new enterprise. Just as with any new-born, this is an exciting time but for many *first-time parents* it can be daunting. The EAEI brings you the essential help and support that you need in this initial period of your New Enterprise.

Growth – in the early stages of developing a new enterprise you will be looking for stability, once this is achieved you are then ready to improve and develop your business and look for ways to grow it.

Expansion or Exit – in the upper levels of Business Development you'll be looking for ways to scale up and leverage your business success. This is how an enterprise can transform from being a 'life-style' business, which meets needs, to becoming a serious operation that creates employment, distributes value and can generate wealth.



Gain The Support and Advice You Need from Trusted Advisors



Key Areas and Service:

- Advice
- Support
- Guidance
- Mentoring
- Management
- Development

Services provided by EAEI partners fall into different categories and can be accessed in a number of ways.

You may need early help and guidance and choose a service that gives you structured and progressive support. In other cases, you may simply need reactive help on specific topics that are current.

Get A Mentor

One of the most valuable tools for every business owner is a point of access to someone who has 'been there and got the t-shirt'. Business Coaching and Mentoring are two different routes for this. To help you decide which is most appropriate for you right now, contact us.

Next Step

To find out how you can access the services and offers provided by the contributing partners of the EAEI please call this dedicated telephone line, or email your request and details. You'll be contacted back within 24 hours.

Telephone – 0843 289 4320

Email – enquiry@EastAnglianEnterpriseInitiative.co.uk

Follow us on facebook and twitter

Disclaimer

EAEI is an independent Enterprise Initiative. It is designed to give a single point of access to support and advisory services that are aimed at new and growing businesses.

All signatories and partners in this project operate independently of the EAEI. Although the EAEI sets our clear codes of practice and requires signatories to operate in accordance with this self-regulated standard, the EAEI cannot accept any responsibility for the quality of service delivered or experienced.

Best Advice is offered without prejudice and based on the information supplied by the client. Each client relationship is direct and the EAEI is not an authorising or regulating body.

No guarantees of success, performance or results are made or implied.

The EAEI has no financial operating entity and is fully supported and funded by the collaborating partners and signatories to the project.

