

SFEDI Standards for Business Enterprise

Win and keep business		
WB1 Check what your customers need from the business	WB5 Sell your products or services	WB9 Bid for work
WB2 Plan how to let your customers know about your products or services	WB6 Explore markets for your business abroad	WB10 Make presentations about your business
WB3 Plan how you will sell your products or services	WB7 Sell products or services using the Internet	WB11 Decide how you will treat your customers
WB4 Advertise your products or services	WB8 Develop a website for your business	WB12 Deliver a good service to customers
		WB13 Import or export products or services

Run the business
<i>Business Infrastructure</i>
BI1 Create the infrastructure your business needs
BI2 Undertake freelance work
<i>Business Location</i>
BL1 Decide on a business location
BL2 Choose a business premises
BL3 Contract for business premises
BL4 Run a business from home
<i>Business Supplies and equipment</i>
BS1 Identify needs and suppliers
BS2 Monitor the quality and use of supplies and equipment
<i>Money</i>
MN1 Decide on your financial needs
MN2 Set and monitor financial targets
MN3 Keep financial records
MN4 Manage cash flow
MN5 Get customers to pay on time
MN6 Invest capital
MN7 Get finance
MN8 Monitor borrowing
MN9 Carry out the banking
MN10 Prepare wages
MN11 VAT registration and returns
<i>Legislation</i>
LG1 Choose a legal format that suits your business
LG2 Keep up to date with current legislation
LG3 Develop procedures to control risks to health and safety*
LG4 Conduct an assessment of risks in the workplace*
LG5 Assess the environmental impact of your business

The business and people
<i>Yourself</i>
YS1 Explore your own motives
YS2 Check your ability to run the business
YS3 Improve your skills
YS4 Seek advice and help for your business
YS5 Manage your time
YS6 Delegate work to others
YS7 Balance your business & personal life
<i>Other People</i>
OP1 Review the skills the business needs
OP2 Plan what people the business needs
OP3 Recruit people
OP4 Sub-contract work
OP5 Make sure people can do their work
OP6 Develop people's skills
OP7 Deal with workplace problems or disputes
OP8 Change job roles and handle redundancy
OP9 Set up a stakeholder pension scheme
OP10 Improve relationships with stakeholders in a social enterprise
OP11 Work with a board in a social enterprise

Enterprising Essentials
EE1 Achieve your goals for the business
EE2 Win and keep customers
EE3 Make deals to take your business forward
EE4 Find innovative ways to improve your business
EE5 Build relationships to build the business

Business direction and improvement		
BD1 Check the likely success of a business idea	BD5 Carry out your plans for the business	BD9 Evaluate an existing business opportunity
BD2 Define your product or service	BD6 Make changes to improve the business	BD10 Get support for a creative idea
BD3 Plan where your business is going	BD7 Improve the quality of products and services	BD11 Monitor the social performance of a social enterprise
BD4 Carry out a review of the business	BD8 Plan your exit strategy	BD12 Manage succession for your family business

