

Skills Matrix

The following table is a useful tool to rate yourself according to your present skills and experience. By using the table, you will be able to consider which particular skills you need to address and improve if you start your own business. Again, the list is not exhaustive, but you will almost certainly experience and have to deal with some, if not all, of these points in your business at some time or another.

	No Experience	Limited	Reasonable	Good
Research your Market				
Write a Business Plan				
Think about Start-Up Finance				
Identify Competitors				
Find Premises				
Business Insurance				
Register with HMRC				
Identify Trading Licences Required				
Manage Cash Flow				
Prepare a Budget				
Understand Break-Even				
Deal with National Insurance, VAT and Tax				
Understand Health & Safety Requirements				
Understand Consumer Law				
Identify Business Risks				
Write Business Letters				
Prepare a Marketing Plan				
Sell Online				
Sell Face-to-Face				
Prepare a Sales Forecast				

Understand Social Media				
Price a Product/Service				
Understand Social Environmental Impact				
Understand Corporate Social Responsibility (CSR)				
What makes a Sustainable Business				

