

THE ROLE OF BUSINESS LINK

INTRODUCTION

Business Link Coventry & Warwickshire was formed as part of a nation-wide initiative in 1995 by the Government to help local business develop and compete more effectively in increasingly competitive global markets.

As a result of the recent merger between The Chamber of Commerce and the Training & Enterprise Council, Business Link is now able to provide greater clarity of access to our support services. 'The Chamber' offers a **single point of access** for whatever assistance you need. You no longer have to go out of your way to see what is available – we have done that part of the legwork for you. And you do not have to wait for an answer. Immediate help and advice is available from our telephone helpline.

Running a business can feel like running a marathon or climbing a mountain. Too often, in order to stay ahead, people channel all their energies into running the business, keeping their heads down and missing out on all the help available to them along the way.

You need to pace yourself. You have to keep going. You have to get there.

Business Link Coventry & Warwickshire is here to help and we have done just that for hundreds of firms in the area. Our job is to make sure that finding out what is on offer does not slow you down.

Should an in-depth service be appropriate, we will assign a Personal Business Adviser (PBA) or specialist adviser to you. Drawn from a successful business background, the Adviser will take the time to get to know you and your company. They will give you impartial advice and guidance to ensure you get the support that is right for you and tailored to your individual business requirements.

Drawing on a comprehensive network of business support providers, Business Link moves you onwards and upwards from advice to practical solutions in areas such as:

- innovation
- design and maintenance
- financial help
- exporting
- human resource development
- health and safety

We run seminars and business briefings on all topics you need to know about, from marketing and world class management to manufacturing and IT. Held at breakfast time, lunch-time and early evening – in locations around the region – these sessions are

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designed to give you the information you need without taking you away from your working day.

We can also help you if you are only just starting out, through Enterprise Link which offers advice and training on all aspects of running and managing your own business. A selection of free services are available and when a charge is made, Business Link makes sure you can afford what is on offer by subsidising the use of consultants and other specialist help.

All costs are made clear at the start, before you commit your business to anything. What is more, you can be sure that all the specialists used by Business Link meet the high standards you would wish for your business.

So wherever your business is on the climb to success, Business Link Coventry & Warwickshire is close by. Offices are situated in Coventry, Nuneaton, Rugby and Stratford-Upon-Avon and are linked together using the latest technology to provide you with the best possible service.

To find out how you can make your business more successful, or if you know what you want to do, but do not know where to start, contact Business Link on (024) 7665 4321

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