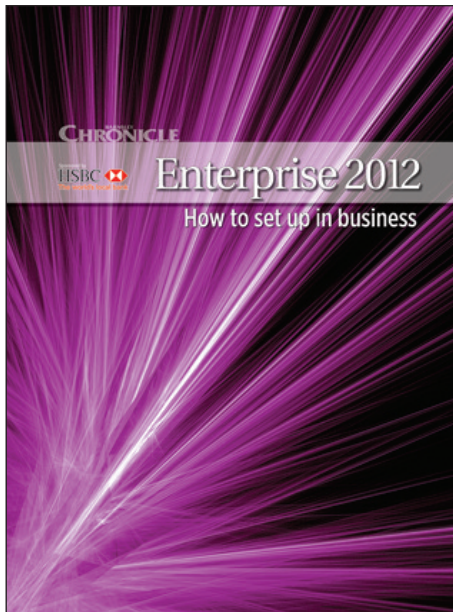


Enterprise 2012

Booking deadline: **10th February, 2012**



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OBJECTIVE:

To create an editorially-led publication that in simple, non-technical terms;

1. Stimulates and reflects interest in private enterprise in Barnsley.
2. Encourages individuals to consider setting up a business.
3. Encourages small businesses to think about expansion.
4. Encourages schools to think more about business as a career option.

This will be done by carrying feature stories that:

1. Explain the risks and rewards of private enterprise.
2. Outline the characteristics of an entrepreneur.
3. Show best practice from established individuals and firms.
4. Offer practical advice on all aspects of business set-ups from the professional sector: Banks, accountants and lawyers.
5. Outline funding routes from public sources.
6. Show how to promote business.
7. Report on business courses and educational opportunities for the new entrepreneur.

Publication: **BC**
Style: **CDS**