

Media release

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New businesses get a helping hand

An Auckland organisation is helping new businesses start off on the right foot.

Six months ago Auckland Tourism, Events and Economic Development launched its Starting off Right programme in Auckland south, helping business owners avoid common pitfalls that can hamper the success of new businesses.

The half day seminar, held monthly in either Pukekohe or Manukau, has already helped dozens of businesses to examine their goals and business plans while also analysing the risks and legal requirements of starting a business.

Erica Baxter, owner of Karaka-based company, Coffee Beanz, tried Starting off Right in May and recommends it for other new businesses.

“I am now more open minded about my business. I seek advice from those with experience rather than just family and friends who, while being incredible supportive, tend to tell me what they think I want to hear,” says Ms Baxter.

“The half day seminar was jam-packed with information and take-away resources. I now have a lot of ‘insider knowledge’ on banking, accounting and web development, and most importantly know which areas of my business I need to seek further advice on.”

The programme also consists of a free online Excellerator assessment that helps to analyse the business idea and assess its readiness. Once completed, a comprehensive

electronic report will highlight the results of the easy to answer questionnaire, which can be completed at any time, but is best in conjunction with attending the four hour seminar.

Manager Business Development – South, Yvette Hellyer, believes the programme is a great reality check.

“Starting off Right is the ideal ‘kick start’ for anyone considering going into business or those who have just opened their doors,” says Ms Hellyer.

“It answers questions, helps analyse business ideas, deciphers strengths and weaknesses, and addresses any questions and concerns including financial obligations, sales and marketing, business planning and risk management. It’s all about being prepared for the hurdles and hiccups that can occur during the initial phase of starting a business, so that owners are equipped to deal with anything that crosses their path.”

The seminar also provides a valuable opportunity to share experiences and knowledge with other local start up businesses.

The next Starting off Right seminar is held in Pukekohe on Wednesday, 19 October and in Manukau on Wednesday, 16 November. For more information visit: www.em.org.nz

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