



Module 3

Resources

Trade Show Advantages and Disadvantages

Here are some useful links to allow you to find out more about trade shows and their uses

- <https://www.business.qld.gov.au/running-business/marketing-sales/marketing-promotion/show-exhibition/benefits>
- <http://www.map-dynamics.com/blog/209/Advantages-of-a-Trade-Show.html>

Investors

Here is some additional information regarding investors



- https://www.crowdcube.com/raising-finance?nst=0&utm_source=bing&utm_medium=cpc&utm_campaign=PX%20%7C%20Investors&utm_term=new%20business%20investors&utm_content=Business%20Investor
- https://www.angelinvestmentnetwork.co.uk/entrepreneurs-home?utm_source=bing&utm_medium=cpc&utm_campaign=UK%20-%20Find%20an%20Angel%20Investor&utm_term=%2Bbusiness%20%2BInvestor&utm_content=Business%20Investors
- Video for Lesson 1 - JRM Business - <https://www.youtube.com/watch?v=CzncRIRdqDM>

Planning

Planning is a vital part to success and it is important that we get this right in order for our idea to develop and progress forward

- [http://www.sage.co.uk/business-advice/starting-and-planning/how-to-write-a-business-plan?utm_source=Bing&utm_medium=Paid-Search&utm_campaign=UK%7cBING%7cAWARENESS%7cGeneric_BusinessPlanning\(E\)%7cGBR_AWAG&utm_term=business-plan](http://www.sage.co.uk/business-advice/starting-and-planning/how-to-write-a-business-plan?utm_source=Bing&utm_medium=Paid-Search&utm_campaign=UK%7cBING%7cAWARENESS%7cGeneric_BusinessPlanning(E)%7cGBR_AWAG&utm_term=business-plan)
- https://www.lawdepot.co.uk/contracts/business-plan/?loc=GB&pid=msnppc-buspln_GB-generic_g1-msnkey_business%20plan&utm_source=bing&utm_medium=cpc#.WZK_b7pFxpY
- Video - Lesson 1 - Green Dot Theory - <https://www.youtube.com/watch?v=-qw7vOix5zw>
- Video - Lesson 1 - Problem Solving <https://www.youtube.com/watch?v=vg936IW9i7Q>



Social Media in Business

The social media platform can be used to our advantage when we have a new idea or product - here is some information on how to use this effectively.

- https://business.yell.com/connect/?utm_source=bing&utm_medium=ppc&utm_campaign=PPC_ap_bing_connect&_vsrefdom=AandPCconnect&gclid=CKDNn8n32NUCFZIFGwodB2MEYg&gclsrc=ds
- <http://www.socialmediaexaminer.com/social-media-for-business/>
- <https://www.theguardian.com/small-business-network/2013/aug/29/social-media-boost-business-tips>

Resources

Find out more about resources that can help you with your new idea

- <http://www.businessdictionary.com/definition/business-resources.html>
- <http://smallbusiness.chron.com/5-resources-need-succeed-start-business-23.html>
- http://www.ehow.com/about_5089164_business-resources-definition.htm

Product Testing

- <https://www.youtube.com/watch?v=4XenqN5lb9o>

