

**IF YOU'RE IN BARNSELY,
DONCASTER, ROTHERHAM,
CHESTERFIELD, BASSETLAW,
BOLSOVER, DERBYSHIRE
DALES, NORTH EAST
DERBYSHIRE OR SHEFFIELD
WE CAN HELP SUPPORT
YOUR BUSINESS.**



HOW TO SET UP AND RUN A BUSINESS IF YOU'RE NEW TO DOING BUSINESS IN THE UK

www.scrgrowthhub.co.uk
Call: 03330 00 00 39





A WIDE RANGE OF PEOPLE COME TO THE UK TO LIVE AND WORK EVERY DAY.

If you've had an idea for a new business or have always wanted to work for yourself and want to try it out in the UK, there is a lot of different support and help out there for you. Maybe your partner has come here to work. Maybe you have skills or experience in childcare (for example), and you would like to set up a business in this area but are not sure how to go about it. Maybe you've come to the UK as a student from abroad and want to see if you could stay on and start up a business in the area you studied in. Or maybe you've always liked the idea of working for yourself but you're not sure what to do about it here in the UK.

THIS MINI-GUIDE WILL HELP YOU TO:

- Think about the British business culture and how you can adapt to it.
- Explore if you have the right skills and attitudes for running a business in the UK.
- Learn more about spotting opportunities and thinking creatively when you're starting up in business.
- Think about the market for your idea in the UK.
- Learn from others who've started up a business in the UK.
- Find out about useful resources available to help and support you start up a business in the UK.

DOING BUSINESS IN THE UK: BRITISH BUSINESS CULTURE

In the table below, work through each row and put a tick in the box if you think UK business culture is more like the statement in A or more like B.

	A	B	
1	STRAIGHT TO BUSINESS	SMALL TALK	<input type="checkbox"/>
2	FIRST NAMES	MR & MRS	<input type="checkbox"/>
3	SUITS	CASUAL DRESS	<input type="checkbox"/>
4	QUIETLY CONFIDENT	EGO OR BRAGGING	<input type="checkbox"/>
5	USE OF HUMOUR	NO HUMOUR	<input type="checkbox"/>
6	DIRECT	INDIRECT	<input type="checkbox"/>
7	INDIVIDUAL	TEAM	<input type="checkbox"/>

There are often no 'right' or 'wrong' answers when it comes to culture. In the UK we have a diverse culture made up of people from all over the world who bring their own different cultural habits and preferences into the business world.

Review your answers against the thinking points on the next page.



BRITISH BUSINESS CULTURE QUIZ REVIEW

1. Usually before a meeting starts in the UK, people will talk about the weather, your journey, news, local events or have a cup of tea etc before they start the meeting.
2. Most business meetings first names are used as using titles may be too formal.
3. The way you dress can depend on the business and the situation. If you're not sure, try and find out how formally others in your type of business dress and the style of the meeting you're going to.
4. The British are normally modest about their achievements – boasting or bragging is often disliked. However, when talking about a business or a product it is different, and people are usually pleased to hear you talk about this positively.
5. Using humour in business is very British and often occurs in meetings and part of daily business – it is often used to reduce tension in meetings and keep the atmosphere calm.
6. Being too outspoken can often be seen as rude or aggressive. Indirect phrases or ways of communication tend to be used as part of the British love of politeness e.g. 'Would you mind making these changes please?' rather than 'Make these changes'.

You can find out more tips about working with British and other business cultures around the world at www.worldbusinessculture.com

LOOKING AT YOUR MARKET

Market research gives you the best chance of building a good foundation to start and grow your business. Write down the answers to the following questions:

- Do you understand who your customers will be?
- Do you know how and what they like to buy?
- Who are your UK competitors?
- What makes you better or different from them?
- Is your idea clear enough to prepare a business plan?
- Have you worked out how much money you need to survive? If you've not been able to answer some of the questions, how could you find out the information?

Some ideas include:

- Talk to potential customers and seek the views of friends or family about the business idea.
- Go on the Internet to look at other businesses in your area - see their prices, how they talk to customers etc.
- Look at other businesses on the high street and yellow pages - how do they advertise?

ARE YOU ENTHUSIASTIC AND EXCITED ABOUT THE PROSPECT OF WORKING FOR YOURSELF?

DO YOU KNOW WHAT YOUR STRENGTHS AND WEAKNESSES ARE?

DO YOU THINK YOU WILL BE QUICK TO SPOT NEW OPPORTUNITIES IN BUSINESS AND THEN DO SOMETHING ABOUT IT?

DO YOU KNOW WHAT'S MOST IMPORTANT FOR THE BUSINESS - WHAT YOU NEED TO DO FIRST?

ARE YOU GOOD AT THINKING DIFFERENTLY, PROBLEM SOLVING AND PUTTING NEW IDEAS TOGETHER TO CREATE A NEW BUSINESS?

WILL YOU BE ABLE TO KEEP GOING, EVEN IF THE GOING GETS TOUGH?

DO YOU WANT YOUR BUSINESS TO DO WELL AND HAVE YOU SET YOURSELF GOALS?

DO YOU BELIEVE IN YOURSELF, EVEN IF OTHERS DON'T?

HAVE YOU GOT THE DRIVE AND MOTIVATION TO WORK FOR YOURSELF AND DO YOU UNDERSTAND WHY?

THE RECIPE FOR SUCCESS - DO YOU HAVE THE KEY INGREDIENTS?

SPOTTING OPPORTUNITIES FOR YOUR BUSINESS IDEA IN THE UK

Coming up with an idea for a new business is all about spotting gaps in the market or opportunities to develop a new product or service. If you're not from the UK, you may be at an advantage. You will be coming from a different country where you can think of business ideas that haven't yet been brought to the UK. Some people have the ability to look around them and see things a different way. This ability often leads to thinking about a new business idea. This could be built from your experiences as a customer wanting to buy a product but not being able

to find it, being disappointed in the level of customer service you have received, or seeing how two types of business ideas could be put together to form one new type of business. Even if you don't feel you have the ability to look at things differently at the moment, this is a skill you can learn. Thinking more commercially often means thinking about how you can do what others say is impossible! You need to be able to not only think and spot opportunities, but also just as importantly, know how to act on them.

GET THINKING CREATIVELY



Creative thinking is all about seeing things from different angles, looking for different connections and not being frightened if the idea you come up with sounds silly at first. Here are some habits to try and get into to develop your creative thinking when you're thinking about new business ideas. Tick the habits you already developed.

<input type="checkbox"/> I try to look at problems in a different way	<input type="checkbox"/>	<input type="checkbox"/> I like to ask questions	<input type="checkbox"/>
<input type="checkbox"/> I try and keep an open mind	<input type="checkbox"/>	<input type="checkbox"/> I know where and when I get my best ideas	<input type="checkbox"/>
<input type="checkbox"/> I try and look for different ways of looking at things	<input type="checkbox"/>	<input type="checkbox"/> I try and write down or draw my thoughts or ideas	<input type="checkbox"/>
<input type="checkbox"/> I try not to be negative about	<input type="checkbox"/>	<input type="checkbox"/> I try and see problems as new ideas opportunities	<input type="checkbox"/>

For habits that you don't feel you have developed yet, start thinking about ways you could learn to think creatively or in different ways. For example, do you have any friends or family who are quite good at looking at a problem in different ways- seeing it as an opportunity? Is there anything you can learn from how they do this? There are also many resources on the web to help you develop creative thinking. Just type 'creative thinking' into Google and you'll soon find lots of ways to help you think about new ideas that you could turn into a business.



SCAMPER YOUR WAY TO BUSINESS SUCCESS

SCAMPER is a tool to help you think more creatively and can be used to help you in the beginning stages of thinking about how you could start up a business in the UK. SCAMPER was first thought up by Robert Eberle. Think about your business idea using the table opposite:

YOU CAN FIND
USEFUL QUESTIONS
AND DIFFERENT TOOLS TO
HELP GUIDE YOU THROUGH
SCAMPER SO THAT YOU CAN
COME UP WITH NEW IDEAS
ABOUT YOUR BUSINESS AT
[WWW.LITEMIND.COM/
SCAMPER](http://WWW.LITEMIND.COM/SCAMPER)

S UBSTITUTE (SWAP)	INSTEAD OF I CAN
C OMBINE (MIX THINGS UP)	I CAN BRING TOGETHER AND TO MAKE
A DAPT (USE FOR A DIFFERENT PURPOSE)	I CAN ADAPT IN THIS WAY TO
M ODIFY (ALTER OR CHANGE)	I CAN CHANGE IN THIS WAY TO
P UT TO OTHER USES (CHANGE THE USE)	I CAN RE-USE IN THIS WAY BY
E LMINATE (GET RID OF/REMOVE)	I CAN ELIMINATE BY
R EARRANGE (MOVE AROUND)	I CAN REARRANGE LIKE THIS SO THAT



ENGLISH FOR SPEAKERS OF OTHER LANGUAGES (ESOL)

WORKING IN THE UK

If you're not confident in your English ability, there are many courses you can go on to build your language confidence.

Visit <https://nationalcareersservice.direct.gov.uk> to find out about ESOL courses in your area.

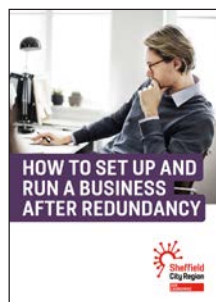
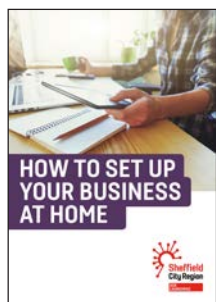
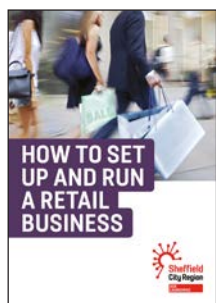
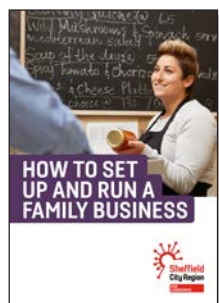
Learn English or practise your skills online on the British Council Learn English website. <http://learnenglish.britishcouncil.org/en/>

If you are not from the UK and you want to start up a business you may need a work permit:

Visit the HMRC website or visit the UK Border Agency for information on key documents and the points system.

OTHER TITLES IN THIS SERIES...

- How to... understand if I'm suited to working for myself
- How to... balance a busy home life with running a business
- How to... manage the move from employment to self employment
- How to... set up and run a retail business
- How to... increase self-confidence and self-belief for starting up in business
- How to... set up and run a business after redundancy
- How to... set up and run a family business
- How to... set up and run a business if you are new to doing business in the UK
- How to... set up and run a business when you have been out of the job market



USEFUL RESOURCES

To find out more about legal, financial or general information about starting a business from home contact us:

SCR Growth Hub **03330 00 00 39** or growthhub@sheffieldcityregion.org.uk
Visit our website for useful information on starting up or running a business and to watch video case studies of how other businesses have overcome different barriers to make their business a success.

DISCLAIMER

This information is intended to give an overview and introduction to the subject. Any legal information is provided for guidance only and should not be regarded as an authoritative statement of the law. Sheffield City Region Growth Hub cannot be held responsible for any actions taken as a result of this guide.