



Helping you develop your business

The CASE For Women's Enterprise

Helping you to HELP Women succeed in Enterprise

How will it help me?

The Case for Women's Enterprise is a toolkit for those responsible for providing business support for women entrepreneurs.

It is particularly aimed at mainstream business support providers with an interest in providing targeted services and who may not have previously considered segmenting their clients needs using a gender perspective.

The Case contains 8 elements covering the key entrepreneurial milestones from pre-pre start-up through to business growth, they also provide practical guidance for improving the quality of business support provision.

Why do we need it?

Women are significantly under represented in business in the UK with around 15% of business wholly or majority owned by women, compared to 30% in the USA. We need to encourage many more women to take up the challenge of self employment and business ownership.

Workshop leader

Dean Maragh has helped many women business owners by helping them identify their business, their personal needs, the needs of the business and bringing about change in that business.

An accredited business adviser, Chartered Marketer and small business owner means that Dean has solid practical experience to underpin his academic knowledge.

The Objectives

- To provide an overview of the CASE and its context
- To give you the tools and knowledge to work effectively with women
- To understand the structure and purpose of the CASE

What our participants say

'A positive impact on future strategy' - EMDA 9 Dec 2005

'Comprehensive information addressing issues and solutions to ensure appropriate and effective business support to women'

'I have learnt more about business planning generally and offering choice to clients, rather than one prescriptive solution' - Y&H 7 Dec

The next step

Enrolling on this workshop is simple and straightforward - and you have 3 ways of contacting us

- Email: info@the-watershed.co.uk
- Telephone: 0800 0680897
- Return the enclosed faxback



The Watershed
929A Abbeydale Road
Millhouses
Sheffield S7 2QD
United Kingdom
t: 0114 2499563
f: 0871 8716255