
SERVICES CATALOGUE

How can we help?

Burgh House Limited provides management and organisational support to businesses and other organisations.

This document introduces some of our many services.

For more detailed information on Burgh House Limited please see our website at <http://burghhouse.com>

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About Burgh House Limited

BUSINESS ETHICS

BUSINESS VALUES

Our business values include truthfulness, openness, justice and the equal treatment of all. Assignments are undertaken only when they can be conducted in accordance with our business values. Burgh House Limited opposes discrimination of all kinds, in the workplace and elsewhere.

INDEPENDENCE

You can be assured of the objectivity of our advice because Burgh House Limited is a completely independent firm. It is financed entirely by its earnings and receives no support from government or other organisations.

As a result the advice we give is based solely on our experience and what is best for your organisation.

CONFIDENTIALITY

Burgh House Limited takes its clients' confidentiality very seriously. Therefore except where our involvement is in the public domain we do not reveal the names of our clients or discuss in detail the work we have done for them.

PROFESSIONAL STANDARDS AND PRACTICES

We operate according to the professional standards and practices recommended by the Institute of Business Consulting, of which John Turner is a Fellow.

HISTORY

Burgh House Limited is established and regulated in St. Helena as Private Limited Company number 32, under the Companies Ordinance 2004 and licensed to provide financial advice under the Financial Services Ordinance 2008. It commenced operations on 7th February 2007.

The founding directors are Catherine Turner and John Turner, whose profiles can be read on the website.

Clients

Burgh House Limited takes its clients' confidentiality very seriously. Therefore except where our involvement is in the public domain we do not reveal the names of our clients or discuss in detail the work we have done for them. We can, however, describe the many types of client for which we have worked, and the sorts of work we have done.

Our clients have ranged in size from single-person enterprises to global multinationals, with annual turnovers of between a few thousand and a several billion pounds. They have been in a wide variety of sectors, including:

Agricultural	Insurance	Software & Website Development
Automotive	Investment	Tourism
Banking	Landscaping and gardening	Tourism Property Management
Business services	Leisure and Entertainment Management	Training & Development
Credit Cards	Manufacturing	Utilities
Food and Drink	Medical	Voluntary and charity
Governmental and quasi-governmental (e.g. parastatals)	Media	
Information Technology	Retailing	

Service Descriptions

A summary of and index to our services

Burgh House Limited is pleased to offer a variety of services to its clients. Whatever your business need, please talk to us. For an initial (free) discussion of your needs and how we can help please contact us (details below).

The service descriptions indexed below will introduce you to some of the services we have already performed for clients.

WHATEVER YOU NEED

We are always happy to discuss how we can help with any business or organisational issue. Whatever assistance you need please contact us for an initial discussion.

We will meet with you and discuss your requirements and how we would go about meeting them. This initial meeting is free, and at the end we will write to you to explain how we can help you and what it would cost.

If you decide not to proceed you pay nothing; but we are confident that you will see the benefits of working with Burgh House Limited.

Branding, Design and Packaging

Presenting your products



Burgh House Limited has helped many organisations to improve sales by presenting their business and products to their best advantage. We can help you too.

To learn more about Branding, Design and Packaging please see below.

For an initial (free) discussion of your needs and how we can help please contact us.

ABOUT BRANDING, DESIGN AND PACKAGING

WHAT IS BRANDING, DESIGN AND PACKAGING AND WHY DO I NEED IT?

If you don't know, you probably aren't presenting your business and its products as well as you could.

If you want to read about Branding, Design and Packaging there are some definitions below.

Better still, contact us - we'll explain all you need to know and show you how to improve sales by better Branding, Design and Packaging, often at very little cost.

Wikipedia definitions:

- Brand: a name, logo, slogan, and/or design scheme associated with a product or service.
- Brand management: the application of marketing techniques to a specific product, product line, or brand.
- Design: the planning that lays the basis for the making of every object or system.
- Packaging: is the science, art and technology of enclosing or protecting products for distribution, storage, sale, and use.

Business Communications

Getting closer to your customers and staff



Burgh House Limited has developed Business Communications strategies for many organisations to help them communicate better with their customers and staff. We can help your businesses do the same.

To learn more about Business Communications see below.

For an initial (free) discussion of your needs and how we can help please contact us.

ABOUT BUSINESS COMMUNICATIONS

TALKING WITH YOUR CUSTOMERS

Is your advertising effective? Does the absence of complaints mean your customers are totally satisfied? Are your customers turning to someone else because you don't provide what they need? Do they actually know about all the products and services you can provide? Is there a story spreading about your business that everybody has heard except you? How would you know?

Your business needs to communicate with its customers. You need to know what they are thinking about the products and services you already have, and what they are wanting from you, now and in the future. You need to tell them about your products and about your plans and get their feedback on your ideas.

TALKING WITH YOUR STAFF

Are your staff happy? Are they aware of your plans and feel involved in them? Do they feel sure their jobs are safe? Do they have concerns they don't feel able to raise with you?

Often members of staff are uncomfortable with discussing concerns direct with their employer. But if they are not raised, discussed and resolved, minor irritations can turn into grievances and unfounded fears can become nightmares. Valuable staff members may be lost for no good reason, simply because they were not able to communicate a problem or allay a fear. You need to communicate with them to find out.

WHOEVER AND WHENEVER

There are many strategies for communicating with customers and staff. Each one has its merits, but each one also costs your business money. Which one is right for you? Should you use just one, or more than one, and if so, which?

Services Catalogue

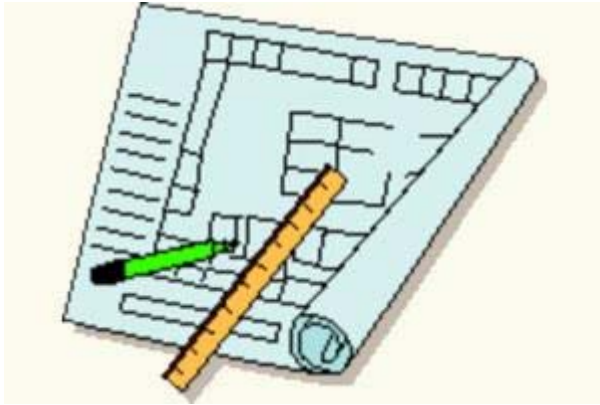
We can help you devise a business communications strategy suitable for your business, at a cost you can afford, so that you can talk effectively to your customers and staff, and they can talk to you.

If you want to improve your business communications, your first step is to communicate with us.



Business Planning

You wouldn't build a house without having a plan . . .



Burgh House Limited has the skills and experience to help you plan your business. Whatever your reason for planning or re-planning your business, we can help you through the process, at every stage from discussing your ideas through to drawing up the finalised plan document.

To learn more about business planning see below.

For an initial (free) discussion of your needs and how we can help please contact us.

ABOUT BUSINESS PLANS AND PLANNING

WHAT IS A 'BUSINESS PLAN', AND WHY DO I NEED ONE?

A business plan is an important document for your business or business project. Whether you are considering an entirely new business, or changes to an existing business, you should operate to a well thought out and researched business plan.

As well as giving you confidence that your business idea can be realised, a quality business plan can be used to explain your business idea to potential investors and business partners, convincing them that your business is based on sound research and realistic plans.

Your business plan sets out what your business aims to achieve, and how it will achieve it. It looks at what other businesses are doing, both competitors and likely partners, and it looks at what customers will want from your business. It sets these against the skills and experience that you and your management team bring, and ultimately shows, given the research you have obtained and any listed assumptions you have made, how well your business will succeed.

OK, I NEED ONE. HOW DO I GET ONE?

If you are comfortable with structured strategic business planning, and you have the time and the skills to produce a quality document, you will find no difficulty in preparing a business plan yourself. However, you may appreciate having the plan reviewed by someone who is independent of your business, who can spot the questions you haven't answered and the issue(s) you haven't addressed before you find out about these the hard way.

You may prefer to have someone write and produce the plan for you, based on discussions with you and your business partners and research done on your behalf.

Whichever approach you prefer, Burgh House Limited is keen to help.

Our experience ensures that you will ask the right questions about what your business should do and can achieve; obtain sensible and reliable answers to those questions; and then document these in a format that both you and any potential partners and/or investors will readily understand and find convincing.

WHAT WILL MY BUSINESS PLAN CONTAIN?

As every business or business project is different there is no standard form for a business plan. You can't just tick boxes on a form.

However, when Burgh House Limited prepares a business plan we structure it in a way that makes it easy to understand, for both you and anyone else you need to read it. A business plan prepared by Burgh House Limited would normally contain:

An introduction and executive summary	This allows the person reading the document to get a quick idea of the general plan before they delve into the detail. Our experience shows that this helps them to understand that detail better.
A description of your business concept	This makes sure the reader knows what you are intending to achieve, before they get into how you are going to achieve it.
Information about you and your management team	Our experience shows that people are as interested in the 'who' as they are in the 'what'. This section builds their confidence in you and your team.
Your plan	This is where the plan explains to the reader how you are going to go about achieving your business aims and objectives.
The research on which your plan is based	Your confidence in your plan will not be based just on 'gut instinct'. This section sets out the research you have done, into the market, the competitors and the potential partners, to show that you plan can succeed in the real world.

Other sections may be added to meet specific needs. For example:

- If you are using your business plan to seek finance, either as a bank loan or from equity investors, your plan will also give detail on how the business is financed and how the required investment fits into that financial structure. This helps the investor understand the distribution of the financial risk and benefits and their part in these. A cash flow projection, which estimates the income and expense for your business month by month, is almost always included in such plans.
- If your business plan relates to an invitation to tender for a contract, your plan may have additional sections showing how the specific requirements of the contract will be met by your business.

DO I NEED A FANCY DOCUMENT?

Ultimately it should be your plan that matters, not how well it is presented. But investors, such as banks, and business partners are busy people. To get their support it is best if they can easily read and understand your plan and their proposed part in it. A well structured and presented business plan achieves this.

Good presentation also shows that you are serious. A plan that is poorly documented will often be taken to be a poor plan or one in which the business has little faith.

Good presentation cannot turn a poor plan into a good one, but it can make sure that a good plan is recognised as such and given the attention it deserves.

WHAT WILL I GET AND WHAT WILL IT COST?

You will receive as many colour printed copies of your business plan as you require, put together as a quality presentation document. You will also receive an electronic copy of the plan document (as a 'PDF' file) which you can send out by email or from which you can have further copies printed.

You will also receive copies of any original research we have done on your behalf that may be useful to your business but was not included in the business plan.

How much it will cost to prepare your business plan depends mostly on how complex it is to produce. Fortunately, because of our experience in preparing business plans, we will work with you in a way that minimises the amount of time it takes (both yours and ours) for us to produce for you a quality business plan.

Business Process Improvement

A tune-up for your business



Burgh House Limited has helped many organisations, large and small, to identify and correct waste and inefficiencies in their business process, and we can help your business too.

To learn more about Business Process Improvement please see below.

For an initial (free) discussion of your needs and how we can help please contact us.

ABOUT BUSINESS PROCESS IMPROVEMENT

WHAT IS BUSINESS PROCESS IMPROVEMENT AND WHY DO I NEED IT?

Business Process Improvement is like a tune-up for your business.

As businesses grow and change over time they have to adapt. Additional staff, new products, and different suppliers can all make new demands on the internal processes, and often the changes necessary have to be made on a quick-fix basis to deliver customer service. These changes can introduce costly inefficiencies into the process. After a while you notice that costs are increasing, staff have become dissatisfied, customer service is deteriorating and the whole business is just slowing down.



On top of that, office technology changes and maybe new competitors arrive with more modern business practices. Your old-style ways of working struggle to keep up.

Imagine your business as a vehicle. It runs; it usually gets you to your destination; but sometimes things seem to take longer than they should (and longer than for your competitors) or cost more to accomplish than you think they ought to. With a vehicle you book it in for a service and it comes back running more smoothly and consuming fewer resources to achieve your objectives. **Business Process Improvement can do this for your business.**

HOW DOES BUSINESS PROCESS IMPROVEMENT WORK?

There are two basic approaches to improving the efficiency of your business. They are summarised below and in our initial (free) discussion we would explain these to you in detail

and decide with you which is the right one for your business. You may decide on either or some combination of them. The decision is yours. Either way your business will benefit from applying current best practice in business process design.

BUSINESS PROCESS OPTIMISATION

This focuses on the areas of the business that most often cause problems or in areas where you already know work is needed. We look for inefficiencies (for example, paperwork that has no real value; unnecessary reviews and authorisations; poor physical layout resulting in unnecessary movements of stock or documentation; not using office technology to best advantage), and suggest alternative ways of working and other small-scale tactical improvements. The changes that result can usually be implemented swiftly (sometimes in a matter of minutes) and we don't hold back our solutions for a final report - we give you advice as we work so you can see the improvements quickly.

BUSINESS PROCESS RE-DESIGN

This is a more radical approach. We work with you to review your entire business process, going back to first principles on what your business is now about and what it is trying to achieve today. We then work with you to design new processes to achieve these objectives, and a transition plan to move from the old structure to the new without disrupting your delivery of customer service.

Although Business Process Re-design takes longer than Business Process Optimisation it achieves the maximum improvement (to use the vehicle analogy again, it's like having a brand new vehicle). It is best suited to businesses that have been trading for some time and where there have been significant changes in products, services or types of customer.



THE CHOICE IS YOURS

Whether you decide on Business Process Re-design or Business Process Optimisation, your business will be better for it.

HOW DO YOU KNOW WHERE TO LOOK?

In a word: experience. Our experience, both of Business Process Improvement and of business generally, helps us home in on the most likely problem areas and quickly suggest practical solutions that save more than they cost.

PS *we can tune up your business but we don't do vehicles; though if you need help with that we can recommend a mechanic . . .*

Business Risk Review

Keeping on top of risk



Burgh House Limited has worked with organisations large and small in identifying and mitigating business risk, from the dramatic (fire, flood and rockfall) to the mundane, such as an accidentally deleted but vital computer file. We can therefore help businesses and other organisations find out how best to manage their business risk.

To learn more about Business Risk Review see below.

For an initial (free) discussion of your needs and how we can help please contact us.

ABOUT BUSINESS RISK REVIEW

I DON'T TAKE RISKS! (DO I?)

Being in business is not about avoiding risk; it's about managing it. But are you managing all of your risks? Are you managing the right ones? Are there some that you are not even aware of?

Most businesses are focussed on a number of risks, but in our experience often the list is incomplete or the ones that receive the most attention are not the ones with the greatest potential to disrupt the business.

A comprehensive Business Risk Review looks at all the risks your business runs, analyses the impact of each, and then looks at the mitigation measures you have in place. It identifies weaknesses in your defences and provides workable solutions to closing those gaps.

You can't prevent undesirable things from happening, but you can make sure you can deal with them when they do.

OTHER READING

You may also be interested in

- An introduction to Business Continuity Management, explaining what it is and why your organisation needs it.

Services Catalogue

- A short case study on how we helped a client assess and manage the operational risks in its business activities.



Computer Systems Review

Keeping on top of Information Technology



Burgh House Limited has over thirty years' combined experience of dealing with Information Technology (IT), from strategy to implementation. We can therefore help businesses and other organisations find out how best to use IT to minimise cost and maximise efficiency.

To learn more about Computer Systems Review see below.

For an initial (free) discussion of your needs and how we can help please contact us.

ABOUT COMPUTER SYSTEMS REVIEW

STARTING OUT: SELECTING THE RIGHT SYSTEM

Everyone knows that computers can help businesses do things better, whether it's something simple like a PC to help you produce better documents or do basic book-keeping, or something more sophisticated. Using Information Technology (IT) well can make your business more effective, easier to run, and more profitable.

But IT can require a significant investment and you can't afford for that investment to be wasted. Selecting the right IT solution is critically important. Will the system be the right one for your business? Will it be reliable? Will it grow when your business grows? Can it adapt to new things your business may do in the future?

If you have the time and the skills to fully understand IT you can answer these questions for yourself. If not **Burgh House Limited can help.**

We have been selecting and implementing computer systems since before PCs came onto the market, and we've worked with businesses small, large and very large. We can help you make the right choice, and then work with you to get the system up and running. And when your business expands we can help you expand your IT solution too.

DO I HAVE THE RIGHT SYSTEM NOW, AND IF NOT WHAT SHOULD I DO?

If you already have a computer system you may find that it no longer fully meets your needs. Perhaps you have expanded your business into areas never envisaged when the system was set up. Perhaps the technology is just old and no longer reliable. Or perhaps you want to move into a new business area that is outside the scope of your current system.

Whatever your reason for wanting to review your current system, **Burgh House Limited can help.**

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We can review your system against your current and future requirements and advise on changes that are necessary, whether those be simple improvements or a completely new system.

MANAGING THE PROCESS

Whatever changes are being made to your system, we can manage the project for you. Please see our 'Project Management' page to learn about our project management capabilities.



Employment Law Compliance

Keeping up with the new employment legislation



Burgh House Limited has over fifty years' combined experience of compliance with employment law, including UK law on which the new St. Helena legislation will be based. We can therefore provide support to businesses and other organisations in complying with the new Employment Laws, as and when they are introduced.

To learn more about Employment Law Compliance see below.

For an initial (free) discussion of your needs and how we can help please contact us.

ABOUT EMPLOYMENT LAW COMPLIANCE

The St. Helena Government has indicated that it intends to bring in new legislation to regulate the terms and conditions under which people are employed by businesses and other organisations in St. Helena.

Subjects expected to be covered include:

- A minimum wage
- Paid holiday and rest breaks, and limits on night work
- Maternity and paternity pay
- Redundancy pay
- The right not to be unfairly dismissed
- Protection from unauthorised deductions from pay
- The right to belong or not to belong to a trade union or staff association

Although SHG's plan is to move cautiously, employers can expect changes to begin soon.

When each new piece of legislation is passed, employers are expected to be given a period of time in which to comply, with penalties for those that fail to do so within the allotted period. It is therefore imperative that employers:

- Keep aware of legislation developments and the plans for their introduction
- As each piece of legislation is being discussed, consider the impact it would have on their operations
- As soon as each piece of legislation is passed, and within the period permitted for compliance, check that all its staff policies are in compliance with the new requirements, introducing changes as necessary

This activity could be a distraction to management, which is already fully occupied with running and growing the business.

Burgh House Limited can help. As each new piece of legislation is being discussed we will review it and identify its potential impacts on employers. We can then work with your personnel function (however large or small that may be) to identify the issues raised and help you resolve them as quickly as possible.

Financial analysis you can understand

An aid to business planning



Burgh House Limited has developed financial analysis models with organisations large and small to help them plan changes in their business, and can therefore help your businesses do the same. And all in a language you can understand.

To learn more about Financial analysis you can understand see below.

For an initial (free) discussion of your needs and how we can help please contact us.

ABOUT FINANCIAL ANALYSIS YOU CAN UNDERSTAND

It has been said that if you ask two economists a question they will offer three answers, and you will understand none of them. That's rather unfair, but economists do tend to talk in rather complex concepts, and putting what they recommend into practice can be a challenge for the most adept of business leaders. And most business problems don't need that level of sophisticated analysis anyway.

We are not economists but we do have a detailed understanding of the economic drivers of business in the real world. We can help with real business problems.

We can work with you to design a model of your business and its market, and then use that model to predict the effects of changes you might make. We can even leave the model with you to use in the future.

So if you want to know what is likely to happen to your profitability if you increase your prices by 5%, or the bank raises your loan interest rate, or a new competitor takes away a quarter of your market, we will be able to help. (If you want to know the global economic impact of rising oil prices, ask an economist.)

Free Business Solutions

Maximum benefit; minimum risk



Burgh House Limited has over fifty years' combined business experience and can help you in most aspects of your business. And with the help of the St. Helena Development Agency (SHDA) **our work can be free.**

To learn more about our 'Free Business Solutions' offer see below or click here to download a leaflet. Information about our other free products and services is indexed here.

For an initial (free) discussion of your needs and how we can help please contact us.

ABOUT FREE BUSINESS SOLUTIONS

THE BENEFIT TO YOUR BUSINESS

Whether you are starting a new business venture, or improving or expanding your existing one, you need the best possible support and advice.

Quality costs, but now you can have the best advice at an affordable price - and what can be more affordable than free! ***Just imagine . . .*** what you might do; then contact us to get started.

HOW THE 'FREE BUSINESS SOLUTIONS' OFFER WORKS:

Step 1: You contact us, explain your needs and we provide a written proposal for the work.

This first meeting is always free, and you have no obligation to continue with us.

The proposal we send you sets out what we will do, what we will produce and what we will charge for our work.

Step 2: You take our proposal to SHDA and obtain their approval for a grant that will pay up to of 75% of our charges (see 'Conditions' below).

Step 3: We work with you and complete the work.

Step 4: We invoice you for our work, and you present that invoice (and a copy of the completed work) to SHDA.

Step 5: SHDA pays us the agreed 75% and we cancel the remaining 25%.

You pay nothing!



Conditions:

- *Our rebate offer is conditional on SHDA's acceptance of our proposal at Step 2 as qualifying for a grant. If SHDA does not approve your grant application and you decide to proceed you will need to pay the full cost of our work. In addition, the value of SHDA's grant is limited and our rebate is limited to one third of the SHDA grant. If the grant and rebate do not cover the cost of your plan you must pay the balance. Please contact the St. Helena Development Agency (SHDA) for the terms and conditions of their grant.*
- *Where business planning is undertaken under the Free Business Solutions Scheme, this does not include the creation of AIS Applications. For more details on this please contact us.*

Interim Management

Keeping you in business by filling gaps in your management team



Burgh House Limited has over fifty years' combined management experience and can provide Interim Management support in a variety of situations.

To learn more about Interim Management see below.

For an initial (free) discussion of your needs and how we can help please contact us.

ABOUT INTERIM MANAGEMENT?

WHAT IS INTERIM MANAGEMENT?

Interim Management is the temporary provision of additional management resources and skills in a specific area of the business.

The Interim Manager will have proven skills in the area and will take on management of that area for an agreed period, either to cover a temporary absence or in circumstances where the appointment of a full-time manager is inappropriate or impossible.

Any organisation, large or small, can use Interim Managers, whether public sector, private sector or a not-for-profit organisation.

WHEN WOULD A BUSINESS USE AN INTERIM MANAGER?

There are a number of different business situations that could result in the need for an Interim Manager. Some of the commonest are:

<p>The permanent post-holder needs to be absent for a period of time, perhaps for maternity leave, sickness, compassionate leave or for a period of overseas training.</p>	<p>The Interim Manager takes over the role until the permanent post-holder returns.</p>
<p>An unexpected vacancy occurs in a key management position, which might be due to serious illness or resignation, and the post cannot remain vacant while a replacement is recruited.</p>	<p>The Interim Manager takes over the role until a new permanent post-holder is recruited and has completed basic training.</p>
<p>The organisation is in transition, and requires a manager for a post that will not</p>	<p>The Interim Manager undertakes the role until the period of transition has ended.</p>

continue to exist in the future. This can occur during business development projects or when moving from one operating model to another.	
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In some cases the need for an Interim Manager is a combination of the above. For example, with a business start-up it may not be possible to recruit all the skills necessary for the organisation by launch date, and there may also be skills needed to complete the launch that will not be needed afterwards. An Interim Manager can be the ideal solution to this problem.

Similarly, an Interim Manager may be used even when a new permanent post-holder has been recruited, to provide support to the new post-holder, particularly where a period of training is required.

SOME FREQUENTLY ASKED QUESTIONS

HOW DOES AN INTERIM MANAGER DIFFER FROM A 'TEMP'?

A 'Temp', or temporary worker, is also employed to fill a short term vacancy, but not in a management position.

An Interim Manager specifically fills a management position.

DO INTERIM MANAGERS HAVE TO WORK FULL-TIME?

Not at all; indeed many Interim management roles are performed on a part-time basis. The extent of the commitment is suited to the need.

If the role to be filled is a full-time role the Interim Manager will normally also work full-time, but when providing project-based support the Interim Manager's schedule will be defined according to the needs of the project.

Managing Change

Making a difference



Burgh House Limited has over fifty years' combined experience in managing change and can provide change management support in a variety of change situations.

To learn more about Managing Change see below.

For an initial (free) discussion of your needs and how we can help please contact us.

ABOUT MANAGING CHANGE

For any change to succeed it needs to be well planned and managed. Managing Change not just about planning the technical change. Anybody can do that. The real challenge is in dealing with the human issues that arise before, during and after any change.

At Burgh House Limited we've been managing change for more than twenty five years, and in that time we've acquired a vast experience of what can go wrong during a change programme and how to prevent it or fix it. We can help you with your change too.

So whether your change is relatively small and well defined, or will fundamentally alter your organisation, contact us and see how we can help. It could make the difference between success and disaster.

CHANGE MANAGEMENT TRAINING

We have just launched a one-day course in Managing Change, for the St. Helena Adult and Vocational Education Service. Please contact AVES for course dates.

Marketing and Advertising

Getting your business noticed



Burgh House Limited has developed marketing and advertising strategies for various organisations that needed to get something noticed.

Whatever it is that needs attention, we can help you bring it to your customers' and future customers' attention.

To learn more about marketing and advertising see below.

For an initial (free) discussion of your needs and how we can help please contact us.

ABOUT MARKETING AND ADVERTISING

WHAT'S THE DIFFERENCE BETWEEN MARKETING AND ADVERTISING?

Business school students worry about the difference between marketing and advertising. Business people just want their businesses noticed by their customers and potential customers. We concentrate on the objective, not the theory.

If you want to read all about marketing, click here to go to the Wikipedia.

if you just want to know what it means for your business, read on . . .

**Marketing
your business**
*Putting Your Product
in Danger of Being Sold*

Burgh House Limited
www.burghouse.com



Hints & Tips

- Remember: it's not the way you see it that counts - it's the way the **customer** sees it.
- Listen to your **customers**: they are the ones who will build your business
- Remember: every time your **customer** has contact with your company it affects the way they perceive your brand
- It is all about the **customer** 😊

Marketing your business 

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KEEPING IT SIMPLE

Put simply, marketing is about making your customers, and your potential customers, aware of the products and services your business provides, and advertising is one specific way of doing that. The important thing to remember is that advertising is only a small part of marketing; the rest contains things like how you present your products, how you price them, what names you give them and how you make them available to customers and potential customers.

We can help you understand marketing and advertising and what they mean for your business (indeed, Catherine Turner lectured recently on this subject). We can explain the basic concepts while keeping it simple, practical and applicable to the real business world.

Then we can help you put that knowledge into practice in your business.

"I KNOW THAT ONLY HALF MY ADVERTISING WORKS, I JUST DON'T KNOW WHICH HALF."

Attributed to John Wanamaker, an American department store owner

We can help. Working with you we can advise on the types of marketing and advertising that are best suited to the product or service you want to promote and the customers that you expect to buy it. Then your promotional budget will go where it will do most good.

If you want to get your business noticed, your first step is to communicate with us.

Project Management

On target, on time and within budget



"If you can keep your head when all around you are losing theirs, and blaming it on you, then project management is the role for you."

(With apologies to Rudyard Kipling)

Burgh House Limited has over fifty years' combined project management experience and can provide project management support in a variety of project situations, large and small.

To learn more about Project Management see below.

For an initial (free) discussion of your needs and how we can help please contact us.

ABOUT PROJECT MANAGEMENT

For any project to succeed it needs to be well managed. Project management is about reconciling three conflicting things: the budget; the timescale; and the product quality. Anybody can meet two of these objectives; only skilled project managers come close to meeting all three.

At Burgh House Limited we've been managing projects for more than twenty five years, and in that time we've acquired a vast experience of what can go wrong with a project and how to prevent it or fix it. We can help you with your project too.

So whether your project is relatively small and well defined, or is currently more of a dream that you hope to bring to reality, contact us and see how we can help. It could make the difference between success and a costly failure.

Starting Your Own Business

Is it right for you? And how do you begin?



Whatever your reason for starting a new business, and wherever you are in the process, Burgh House Limited can help.

Not sure if starting a business is really right for you? Not clear on how to go about it? Stuck with a particular problem? Looking for someone independent to review your plans and help you finalise them? Talking through your thoughts with an independent and confidential advisor can help you move forward, and we can also help you with all the necessary paperwork and forms.

To learn more about Starting a Business see below.

For an initial (free) discussion of your needs and how we can help please contact us.

ABOUT STARTING A BUSINESS

SHOULD I START A BUSINESS?

Owning and running a business isn't for everybody. Before you start one, you need to be sure that you are suited to being a business owner. Not everyone enjoys being independent and reliant upon themselves.

You also need to be sure that you can actually make your idea work, and that people will buy the product or service you propose to deliver, and in the quantity you need. And you must be clear on how much investment the new business will need and where you might get it (which is why planning is so important, as explained below).

Still want to start a business? Then read on . . .

HOW DO I BEGIN?

Before you do anything else, you need a business plan. You wouldn't build a house without a plan, so how could you expect to build a business without one? You can learn more about business planning here.

Writing your business plan will drive you to answer all the important questions about your business: how it will work; who your customers will be; what the market will be for your

product or service; how much people will pay; and (the interesting bit) how much you can expect to earn.

It will also address basic practical issues (where to locate; what staff to employ) and more technical issues, such as legal form (limited company? Sole trader? Partnership?).

You probably already have an idea on all of these things, but does your idea stand up to objective analysis? Writing a formal business plan document will cause you to identify and question your assumptions, to make sure they are realistic.

Your business plan will also help you address the next question: where is the money coming from?

WHERE IS THE MONEY COMING FROM?

Very few businesses can be started without some form of investment. It may be that you need to buy premises, equipment and tools, or pay for training, or maybe the investment is simply that you will stop earning a wage while you are getting the business started. Either way the business will need investment.

There are only two places investment can come from: you or somebody else. Unless you have the cash to start your business without involving anybody else you need to persuade someone to invest in your business.

Whether that investment is in the form of a loan (from a bank or a friend), or whether your investors become part of your business (as partners or shareholders), you will need to convince them that your business idea is sound and their investment will not be wasted. This is another use of your business plan: to show potential investors that your idea is sound; that you have researched it thoroughly; and that you will be able to afford to pay them back their investment and any interest/profit share you promise them.

OK; DONE THAT. WHAT NOW?

Just do it! Follow your carefully thought out and well researched business plan and realise your dream. And if you need any further help along the way, Burgh House Limited will be happy to help.

Tendering

Support for both sides



Tendering is used by many organisations to manage the process of selecting suppliers for goods and services. It is widely used on St. Helena, by government, parastatal and private sector organisations to ensure fairness and openness in the selection process. Organisations worldwide also use tendering as a way of buying products or services from other businesses.

To learn more about Tendering see below.

For an initial (free) discussion of your needs and how we can help please contact us.

SUBMITTING A TENDER

The tender document you submit makes the difference between success and failure

Submitting a tender requires you to read carefully the information provided by the inviting organisation, and then write a detailed reply setting out exactly how your business will deliver the goods and/or service and, most importantly, how much you will charge. It is vitally important that you get this right, as a vague description or a poorly thought out price quote could cost your business a great deal of money. And however good you are at what you do, a poorly set out tender will reduce your chances of winning the business.

Burgh House Limited has thirty years' experience in responding on behalf of clients to invitations to tender, and we are also experienced in the specific processes followed here on St. Helena. We can help you think through your tender submission, work out how to respond and how much to propose for your charges, and can even draw up the submission documents for you.

If you have already prepared your submission, we can review it for you, to help you identify any areas you have missed and anywhere your response could be improved.

RUNNING A TENDERING PROCESS

A well-managed tendering process gives you the best quality at the best price

Running a successful tendering process is about making it clear to your potential suppliers what it is that you want, and how they should reply. Sounds obvious? Of course it does! But you might be amazed at how many invitations to tender we have seen that fail to do just that.

Services Catalogue

We can help you create a tender document that explains what you want and encourages your bidders to show what they can provide, clearly, concisely and accurately. And we can help you define the process for evaluating the responses, selecting the supplier and negotiating the detailed terms.

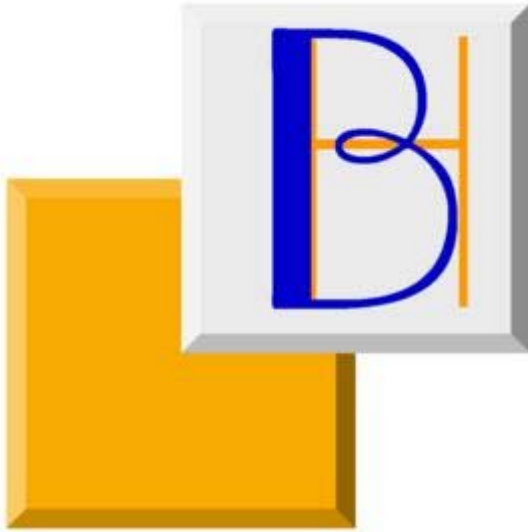
We can also provide an independent review of the process, to confirm fairness.

PS: no relationship to 'Tendring', a local government district in Eastern England.




Training and Coaching

Keeping your people up-to-date



Burgh House Limited has worked with organisations large and small in designing and delivering training programmes, for staff at all levels. We can therefore help businesses and other organisations develop effective training programmes; and we can help with delivery too.

All our Training and Coaching services are described on the  Burgh House Training & Development website.

For an initial (free) discussion of your needs and how we can help please contact us.

Contact Burgh House

For more information on any of these services, please contact us:

By Telephone: (+290) 3235

By Email: catherine@burghhouse.com or
john@burghhouse.com

Or see our website: www.burghhouse.com

Last updated: 01 January 2011

