

Join the Supply Chain North East

# Back to Business Basics

Programme to help sustain and grow your business.

## Supply Chain North East



## In a continued challenging business environment, are you at a fork in the road and questioning where to go next?

Do you supply into the Automotive sector or want to benefit from its know how?

The Back to Business Basics programme is delivered by the North East Automotive Alliance.

Revisit the business basics that are often overlooked in our ever-changing and complex world. Navigate the right kind of tailored support and gain access to tools, techniques, and a platform to help improve your business fitness to ensure you are fighting fit for the next challenge.

- Business basics to help you get back on track.
- A platform for Automotive opportunities.
- Access to one-to-one consultancy.
- Strategic support to help sustain and grow your business.
- Funded programmes covering vital subjects.

**Find out more:** [scne@northeastautomotivealliance.com](mailto:scne@northeastautomotivealliance.com)

[www.northeastautomotivealliance.com/neaa-programmes/supply-chain-north-east/b2bb/](http://www.northeastautomotivealliance.com/neaa-programmes/supply-chain-north-east/b2bb/)

# We are helping you get back to basics to ensure you put the right building blocks in place for future growth.

All our programme courses are a minimum of 12 hours and will be delivered by trusted and experienced partners who will support the Back to Business Basics approach.

## Sales & Marketing

There are two Sales & Marketing courses within the Back to Business Basics programme:

### The Elevator Pitch

- Elevator Pitch Training and Filming
- Marketing Essentials
- Promotion

### Marketing for Automotive

- Developing a Marketing Strategy for Automotive
- One-to-One Marketing Support
- Marketing Essentials
- Promotion

## Business Strategy

Delivered by NEAA partner, Nissan Training, this will cover the essential areas to developing a successful strategy, including:

- Vision/Mission
- Design/Re-align Business Plan
- Deployment Plan
- SMART Business Objectives
- VMOST Techniques

## Business Resilience

Feedback has shown the importance of resilience and this programme will include essential information and best practice on:

- Finance
- People
- Process Efficiency
- Covid Management
- Supply Chain

## Wellbeing

The Wellbeing programme will include essential information on:

- Leadership and Employee Engagement
- Financial Health
- Personal Resilience
- Psychological Health
- Physical Health
- Mental Health

Supply Chain North East brings together four key partners to work with over 800 businesses through to 2021, supporting them to identify opportunities in new and existing markets. An integral part of the North East Strategic Economic Plan, that has a vision to create 100,000 more and better jobs between 2014 and 2024. Supply Chain North East is delivered across the region by RTC North, Generator, North East Automotive Alliance (NEAA) and North East Process Industry Cluster (NEPIC).

Supply Chain North East is a multimillion programme aimed at revolutionising the way SMEs diversify their offering and embrace new markets. The programme has received more than £3m of funding from the England European Regional Development Fund, which is part of the European Structural and Investment Funds Growth Programme 2014-2020.

Funded by



Delivered by

