



ENTERPRISE KNOW-HOW FOR ENTERPRISING PEOPLE

Ready, SFEDI LoGO

Small and home business owners looking for practical help to set up, survive and thrive are being asked to look out for the SFEDI logo. SFEDI, established in 1995 by the major small business membership and support organisations, sets standards and endorses people, products and programmes that meet these standards for the support and training they provide to those starting and running their own business.

"Seeing the SFEDI logo on the media, course or business card means the help you'll get will be entrepreneur friendly. You'll get practical, useable, bite sized chunks of learning or support when you need it, so that you can solve any problems and keep moving your business forward", says SFEDI Director and small business owner, Ruth Lowbridge.

SFEDI co-founder and Chairman, Tony Robinson, added: "Over the last ten years there have been so many different government funded training and support programmes and bodies that have come and gone with their different structures, rules and regulations, that it can be really confusing trying to work out what's worthwhile and who you can trust. One constant over this time has been the SFEDI logo applied to people, programmes and products that work in practice. Thousands of small business mentors, including volunteers, (such as in Prince's Trust and PRIME), small business and self employment advisers in Enterprise Agencies, Chambers, and Business Clubs and in the private sector, such as Inbiz, along with hundreds of courses, learning media and books, all meet the appropriate SFEDI standards. All this investment means that when you see the SFEDI logo, you can trust in the small business friendliness and usefulness of what you get".

Nat Hardwick, an independent record label owner added, 'As a small business owner it seems that very little government money and suitable 'know how' support is getting through, even though there are over 4 million of us! Larger employers have access to millions to train their staff and have the time to do so. What small companies need is to make sure we don't waste our time on inappropriate 'big company - boiled down' training and advice. Speaking on behalf of my own company, it just doesn't work. Instead we go to where we see the 'entrepreneur friendly' SFEDI logo. '

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EDITORS NOTES

1. More details on SFEDI, its work and SFEDI endorsed people, products and programmes can be found on www.sfedi.co.uk
2. Press and government agencies can apply to attend a discussion luncheon about improving small and home business support and training on HMS Belfast, in London on February 7. The luncheon is hosted by SFEDI and the National Federation of Enterprise Agencies and supported by Customer First UK. It will feature SFEDI Centres of Excellence and Licensed Centres in Entrepreneurial Training. Go to: www.sfedimediacentre.co.uk/
3. Contact for further details: Tony Robinson OBE, Chairman of SFEDI is (D) 01723 368557 or (M) 07715 749079 or (E) tony@entrepreneursuk.com

PRESS RELEASE

