



Investment Director, **Angus McDowell** highlights the key things to avoid when presenting a business plan to an investor:

Numbers that don't add up

Unrealistic projections

Not accounting for obstacles



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**On the 1st day of Christmas,
with help from RE,
I secured investment to
launch my company.**



**On the 2nd day of
Christmas, with help
from RE,
I got all my marketing
advice for free.**





Group Marketing Director, **Sam Proctor**,
on the top things to remember when
marketing your business:

Know what makes you **unique**

Create **strong brand** guidelines

Be consistent with your **message**

**On the 3rd day of
Christmas, with help
from RE,
I refined my growth
strategy.**





**On the 4th day of
Christmas, with
help from RE,
I implemented my
CRM efficiently.**





Head of Operations, **Daisy Betteridge** suggests three ways to execute operations effectively:

- Don't cut corners: build processes today that you'll use tomorrow
- Treat your suppliers like partners
- Operational infrastructure is the engine room of your business; without it, you're going nowhere.



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On the 5th day of Christmas,
with help from RE,
I designed my website,
brand and EVP.



**On the 6th day
of Christmas,
with help from RE,
I on-boarded my
first employee.**



**On the 7th day
of Christmas,
with help from RE,
I sent out my first
candidate CV.**



**On the 8th day of
Christmas,
with help from RE,
I secured my first
placement fee.**





**On the 9th day of Christmas, with
help from RE,
I got a glowing client testimony.**






**On the 10th day of
Christmas, with help
from RE, senior
management taught
me to increase
profitability.**




**On the 11th day of
Christmas, with help
from RE,
I reviewed my budget
for years two to three.**





**On the 12th day of
Christmas, with help
from RE, I launched
an office overseas.**





Managing Director APAC, Gareth Chambers, on the key things to consider when launching your business in a new market:



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