**King’s Business School - Free Consultancy Opportunity**

**Expression of Interest**

Thank you for your interest in the offer of free business consultancy from King’s Business School students. Please complete this form and return it to [businessunit@westminster.gov.uk](mailto:businessunit@westminster.gov.uk)

*This information will be shared only with King’s Business School. We guarantee that any information you provide will be strictly confidential. If you have any questions, please contact us using the same email address.*

**Please note: -**

By submitting this application, you agree to the following:

1. you will meet the student consultants face to face at least three times (at the start, middle and end of the project) and stay in regular contact throughout
2. you will provide feedback on your experience via a formal evaluation
3. you will provide information about the longer-term outcomes for your business 6 months after the project is complete

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| **Your name:** |  |
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| **Business name:** |  |
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| **Your role in the business:** |  |
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| **Business incorporation date:** |  |
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| **Business sector:** |  |
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| **Business size (no. of employees):** |  |
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| **Business turnover (optional):** |  |

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| **Overview of your business (approx. 250 words):**   * *What does your business do? Describe the product or the service that you sell.* * *Who are your customers? Are your customers other businesses or members of the public?* * *What are your aspirations for the next year? Outline any plans for expansion or changes in direction.* | |
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| **Business question(s) – what are you looking for help with? (approx. 250 words)**  *Briefly explain the background to your business’s situation and how you would like our student consultants to work with you. Here are some examples of questions your business might want help with:*   * *About a current challenge facing your business:*   + How can I stop my sales going down? How can I increase the size of my team without losing its focus? How can I cut down my running costs? * *About a business development idea:*   + How do I launch a new product? How can I find sources of funding? How can I make the most of social media to grow my business? * *About a range of options around an upcoming business decision:*   + Should I open a new branch for my business or not? Another business is interested in a partnership – should I take up the offer or not? | |
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| **What information will you be able (or not able) to provide to the student consultants to support their work e.g. client database, financial data? Please note: it is possible for students to sign non-disclosure agreements.** | |
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| **Any other relevant information?** | |
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