

business



today

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BURNETTS

BUSINESS AND FINANCIAL SERVICES

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CITY NEWS

O'LEARY MEETS OUT
Ryanair boss Michael O'Leary has criticised an expected European Commission decision to stop his low-cost airline taking over Ireland's national carrier Aer Lingus. The attack came amid growing speculation that the ban will be announced by Brussels.

BEAUTY UPGREAT
Engineering and construction group Balfour Beatty has said trading had been "somewhat ahead of

A marketing masterclass

BY PETER EDWARDS

CUMBERIA'S budding entrepreneurs can learn how to market their business for just £1 and pick up tips from multi-millionaire Carlisle United owner Fred Story tonight.

Geoff Ramsay, winner of the Shell Live Wire entrepreneur award, will appear with Mr Story at the Cumbria Chamber of Commerce and Industry event.

Mr Ramsay, a former enterprise agency marketing adviser, uses a 90 skeleton to take his message around Cumbria and the north east. He has previously spoken at events organised by the Royal Bank of Scotland and Barclays.

"There is a misconception that marketing a business will cost mega bucks," he said.

"However, there is a whole range of techniques you can employ to market your business effectively on a shoestring budget.

Fred Story and entrepreneur winner special seminar guests



Business tips: Fred Story, left, and Geoff Ramsay

"I will provide people with a tool kit to increase their customer numbers and keep them coming back."

Mr Story, who also owns Story Construction, Story Rail and Story Homes, will explain how local entrepreneurs can

achieve their goals.

Rob Johnston, chief executive of the chamber, said: "Fred is a great example of Cumbrian business talent and an inspiration to those who want to run their own enterprise."

Mr Johnston said marketing was crucial to a business' success and that poor marketing accounted for the failure of 40 per cent of small businesses in Britain.

FUNDED

The seminar is part of a business start-up programme funded by Carlisle Enterprise and the North West Development Agency. The chamber has run a business start-up programme in the Carlisle area for the past 6 years.

The session is free and begins at 6pm at the Swadlow Hilltop Hotel, Carlisle.

To book a place, call Stacey Swanton or Tracy Bird at the chamber on 0662 256046.

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BUSINESS BRIEFING

Travel regulations

TRAVEL agents who sell holiday insurance will soon come under the watchful eye of the City regulator, it was announced yesterday.

The Financial Services Authority (FSA) is to be given extended powers to scrutinise all providers of travel insurance in a bid to protect consumers.

It follows a scathing report by MPs earlier this year which found that huge numbers of British holidaymakers were sold policies that did not meet their needs.

Bullying claims

PREGNANT women are being bullied at work, often facing discrimination, refused red breaks and passed over for promotion, a survey has claimed.

A poll of 608 human resources employees by baby charity Tommy's and British Association of