

# Starting a Business 3 : Customers and Competitors

	About the week	Activity <b>One</b>	Activity <b>Two</b>	Summary
Week 1	<p>People, teams and networking</p> <ul style="list-style-type: none"> <li>• Welcome to the course</li> </ul>	<p>Theory</p> <ul style="list-style-type: none"> <li>• Defining your market</li> <li>• Understanding customers and competitors</li> <li>• Analysing your market</li> </ul>	<p>Case study</p> <ul style="list-style-type: none"> <li>• Ashleigh's business challenge</li> <li>• The advisers' view</li> <li>• What would you recommend?</li> </ul>	<p>Summary</p> <ul style="list-style-type: none"> <li>• Introducing the University of Leeds</li> <li>• Preparing for next week</li> </ul>
Week 2	<p>Realising your vision</p> <p>The week ahead</p>	<p>Your turn</p> <ul style="list-style-type: none"> <li>• Analysing your competitors</li> <li>• Starting a business challenge</li> </ul>	<p>Your business plan</p> <ul style="list-style-type: none"> <li>• Your business plan</li> </ul>	<p>What next?</p> <ul style="list-style-type: none"> <li>• Assess your learning</li> <li>• Next steps</li> </ul>