

Actinic & Startups.co.uk Offer Free Online Business Start-up Training

Submitted by: Dexterity

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- Free copy of ecommerce software for attendees -

A hi-res jpeg of Chris Barling is available at
www.actinic.co.uk/press/people.htm

Weybridge, Surrey ~ 20 January 2005 ~ Research has indicated that a growing proportion of new business start-ups are basing their businesses on selling online. As part of its mission to help small businesses to sell online, the UK's best-selling ecommerce software specialist, Actinic, has teamed up with www.startups.co.uk, the premier resource for new businesses, to offer free* half day courses to help start-ups understand the opportunities and pitfalls of getting such a business off the ground. Attendees will also come away with a free copy of Actinic Catalog 25. Sign up at www.actinic.co.uk/shop/acatalog/Starting_an_Online_Business.html

Marcus Austin, editor-in-chief of Startups.co.uk says, "At Startups we're passionate about small businesses and we know Actinic feel the same. And given that in 2004 40% of web-based companies were startups ** it makes sense to combine expertise to get over the core elements they'll need to be profitable online."

The first two courses will be on

Tuesday, 8 February and Wednesday, 23 February at Weybridge, Surrey, and will cover:

- Getting your online proposition right.
- Online marketing and online selling: the differences and the top tips.
- General advice on payment, tax, overseas sales, shipping etc.

The course will concentrate on selling goods and services that are already available offline or over the phone, as this represents the biggest part of the internet sales market. To help these budding entrepreneurs get going, each will receive a free copy of Actinic Catalog 25 that enables them to open a web store with up to 25 products.

"If you do it right, then selling online has huge cost and geographical advantages over opening a high street shop, but the crux is 'getting it right'. So we've designed these courses to give best practice, practical advice on all the facets of running your own web business successfully," explains Chris Barling, Actinic's CEO.

* There is a booking fee of £5 refundable on attendance.

** Source: pfa Research

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About Startups.co.uk:

An independent online guide for people who want to start, or who already run a business. Covering all issues to be considered including funding, advice, costs, risks, legal issues, premises, staff, sales/marketing, franchising. The site aims to be hands-on, practical and independent. Go to www.startups.co.uk for more information.

About Actinic Software Ltd:

Founded in 1996, Actinic produces ecommerce software for small and medium enterprises (SMEs) that want to sell online. Its products include Actinic Developer, Actinic Business, Actinic Catalog and Actinic Audio Store, and power more UK ecommerce sites than any other company. Research shows that over 50% of SMEs using packaged software to run their e-stores use Actinic. Search for 'acatalog' on Google to see the vast range of online stores that run using Actinic. Some of Actinic's better known UK users include the Royal Opera House, Lloyds of London, the Royal Navy and Help the Aged. Visit www.actinic.co.uk

Trademarks: Actinic Catalog is a registered trademark of Actinic Software Limited.