GEP 4 RECRUITMENT AND SELECTION - E. MIDLANDS REGION 1988

HIGHLIGHTS

- As part of the M.S.C.'s expanded GEP 4 Recruitment Programme, the Cranfield School of Management has just completed the task of selecting 45 entrepreneurial graduates and business ideas in the M.S.C.'s East Midlands Region. These graduates come from a wide background of undergraduate and postgraduate courses and will set-up a diverse range of product based and service businesses; average age is 24 and median age is 23.

- Exhibit 1

- A series of seminars, to build upon or stimulate entrepreneurial interest amongst students, were held throughout the Region in January and February. Thanks to the efforts of Careers Advisory Services and as a result of national promotional material provided by the M.S.C., a total of some 550 students attended these seminars, an average of 28 students per seminar (compared with between 27 & 31 on G.E.P. 1 - 3). Following on from the seminars, 107 students applied for places on the two day small business selection workshop at Cranfield.

- Exhibits 2, 3 & 4

- Three two-day workshops were held at Cranfield in early April with the dual purpose of providing a training input on best practise in starting a new business as well as aiding and ultimately selecting students on the basis of business application forms completed during the workshop. In this way 107 completed application forms were received as well as 107 action plans as to how students intended to get into business with or without the GEP.
GRADUATE ENTERPRISE PROGRAMME IV, 1988

RECRUITMENT AND SELECTION

E. MIDLANDS REGION

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Andrew Myers

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Cranfield Institute of Technology
Cranfield
Bedford
MK43 0AL

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A background analysis was undertaken of the 500 students attending seminars and of the 53 who were ultimately selected for the GEP in August - December 1988, to ensure against selection bias. In the population attending:

- there was no bias in selecting women against men (Ex 7A), arts versus sciences (Ex 7 F,G) products vs. service (Ex 7H,I)
- selection favoured older students (Ex 7B,D,E) and students from universities (Ex 7C)

Further analysis was undertaken of the 107 students doing the selection workshop for GEP 4, much of which confirmed previous study (see Progress Report on GEP - Cranfield Working Paper No. SWP 2/88)

- Most students (90%) planned to set up their business before they heard about GEP, only 10% were stimulated directly by GEP; (Ex 8) whilst 95% mentioned they would do so regardless of results of GEP selection (Ex 9).

- 50% of students originally intended to start within 5 years of graduation; the effect of GEP selection, as previously noted, is to bring these plans forward to immediately (Ex 10).

- one-third of business ideas have come from student hobbies; helping to find markets for these skills has been one of the main beneficial effects of previous G.E.Programmes (Ex 11).
- 99% of students have family support for their idea of starting their own business, indicating a considerable improvement in the attitude of parents towards self-employment (Ex 12). Family provide more support than local enterprise agencies (Ex 13).

- Business training is the major appeal of GEP for students, followed by business counselling (Ex 14).

- to be independent is what makes most students (78%) want to start their own business, followed by "to make money" (56%) (Ex 15 abc).

- nearly a third (31%) of students had grandparents who had run their own businesses, and 29% had fathers in self employment. (Ex 16 a & b).

- more than half (57%) of students on selection claimed to have had more than 12 months work experience (Ex 17 a & b).

- finally, and most importantly for the timing of GEP recruitment, more than a quarter of students on selection (28%) at Easter-time were already in receipt of an offer of a full-time job. An early offer of a place on GEP is, therefore, important to help students in the 'job versus self-employment' decision they have to make (Ex 18).

The Cranfield training programme for GEP 4 is planned to conclude with a sales exhibition in early December which is aimed to ensure:

- all students leave the training fully equipped to sell and with first sales from the exhibition, often to influential, specially invited, buyers;
- the exhibition is a media event, attracting local Anglia T.V. coverage, and is an opportunity to invite key regional student careers advisers as well as parents to help spread the enterprise culture (Ex 19).

The Cranfield database, fed by the semi-annual audit report to all previous GEP students, provides the source of the GEP Newsletter, which shows the continuing good business progress of previous course members. Copies of this Newsletter may be obtained from Michelle Kent at Cranfield.
<table>
<thead>
<tr>
<th>NAME</th>
<th>AGE</th>
<th>M/F</th>
<th>UNIV/POLY/COLLEGE</th>
<th>DEGREE</th>
<th>PRODUCT/SERVICE</th>
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<tr>
<td>Sarah Adams</td>
<td>24</td>
<td>F</td>
<td>South Glamorgan Institute of H.E.</td>
<td>BA Hons Ceramics</td>
<td>Hand-Crafted Decorative Ceramic Ware</td>
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<td>Haider Ali</td>
<td>21</td>
<td>M</td>
<td>London Sch Econs</td>
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<td>Monthly Careers/education magazine aimed at 16-18 year olds</td>
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<td>24</td>
<td>F</td>
<td>Kidderminster College of Further Education</td>
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<td>Workshop producing handmade and machine made felt rugs</td>
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<td>Brian Appleby</td>
<td>21</td>
<td>M</td>
<td>Leeds University</td>
<td>BSc Geography (Hons)</td>
<td>Quality snack foods &amp; drink to offices</td>
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<td>Robert Atkinson</td>
<td>23</td>
<td>M</td>
<td>Leicester Polytechnic</td>
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<td>Jewellery &amp; silversmithing</td>
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<td>22</td>
<td>M</td>
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<td>BA Hons Silversmithing &amp; Jewellery</td>
<td>Designing &amp; Manufacturing</td>
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<td>Robert Barnes</td>
<td>21</td>
<td>M</td>
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<td>Mobile Street Food Stall</td>
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<td>Karen Blake</td>
<td>22</td>
<td>F</td>
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<td>Business Admin with modern language</td>
<td>Wedding management service</td>
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<td>Nicola Bond</td>
<td>23</td>
<td>F</td>
<td>Loughborough College of Art &amp; Design</td>
<td>BA Hons Textile Design</td>
<td>Freelance printed textile designer</td>
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<td>Colin Brown</td>
<td>23</td>
<td>M</td>
<td>Leicester Poly</td>
<td>BA Hons History of Art &amp; Design in the Modern Period</td>
<td>Restoration and conservation of books and archives and bookbinding</td>
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<td>Lynn Dye</td>
<td>21</td>
<td>F</td>
<td>Trent Polytechnic</td>
<td>BA Hons Modern European Studies</td>
<td>Consultancy partnership aimed at companies who are relocating managerial personnel into East Midlands</td>
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<tr>
<td>Glen Fayolle</td>
<td>27</td>
<td>M</td>
<td>Loughborough Univ</td>
<td>Business Studies</td>
<td>Recycling of paper, with plans to move to other recyclable waste</td>
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<tr>
<td>Daniel Goodhart</td>
<td>21</td>
<td>M</td>
<td>Durham University</td>
<td>Modern History</td>
<td>Designing &amp; selling specialist boxer shorts</td>
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<tr>
<td>Richard Hall</td>
<td>22</td>
<td>M</td>
<td>Trent Polytechnic</td>
<td>BA Hons Business Studies</td>
<td>Organisation of functions and promotion of associated services particularly disco agency</td>
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<tr>
<td>David Harnett</td>
<td>31</td>
<td>M</td>
<td>East Anglia Univ</td>
<td>BSc Environmental Sciences</td>
<td>Energy Conservation Consultancy Service</td>
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<tr>
<td>Rachel Harris</td>
<td>21</td>
<td>F</td>
<td>Nene College</td>
<td>BA Hons Combined Studies</td>
<td>Individually designing t-shirts to order</td>
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</tbody>
</table>
16. Anthony Harrison  23 M  Exeter Univ  BA Hons Arabic & Islamic Studies
17. Mukhtar Latif  23 M  Leicester Poly  BSc Hons Applied Chemistry
18. Alan MacCormack  38 M  Derby College of H.E.  Diploma in Management Studies
19. Rosalie Mansell  23 F  Leicester Poly  BA Hons Fashion/Textiles
20. Paul Marriott  33 M  Leicester Poly  BA Hons 3 dimensional design
21. Sally McCall  20 F  Lincs College of Art  BTec Diploma in Fashion
22. Trudie McCallum  22 F  Cambridge College of Art & Design  BA Hons Theatre Design
23. Louise McGrath  23 F  Trent Poly  BA Hons Photography
24. Amanda McKeown  23 F  Loudon Univ  BA History
25. Norma Miles  22 F  Scottish College of Textiles  Clothing Studies
26. Barry Mills  23 M  Loughborough Univ  Management Sciences
27. Luigir Minichiello  21 F  Norwich City College  HND in Hotel, Catering and Institutional Management
28. Kathleen Morgan  21 F  Nene College  Business Studies
29. Edward Murgatroyd  36 M  Cranfield Inst. Tech  MSc
30. Lisa Newport  20 F  Loughborough College of Art & Design
31. Austin Okereafor  35 M  Nottingham University  MA and LL.M
32. Louise Orpe  22 F  Leicester Polytechnic  BA Hons 3-D Design
    Sally Tabor  21 F  Leicester Polytechnic  BA Hons 3-D Design

Gift delivery service - Champagne, chocolates and teddy bears
Ready-made and exclusive designer Asian clothes & Jewellery
Relocation, planning & co-ordination
Theatrical costumers and dancewear designer and manufacturer
Design & marketing of furniture
First product: medicine trolley
Custom-made clothing - mainly for larger women
Designing and making exclusive ball gowns
Photography business
Designing & Manufacturing Decorative furniture screens
Designing & retailing maternity wear/outsize wear
Mobile convenience food outlets
Italian Restaurant
Vegetarian (Health) Restaurant
Construction of a Remote Observation Vehicle
Small surface pattern design studio
Tour operator
Buying, stripping & repainting of 2nd hand furniture
<table>
<thead>
<tr>
<th>No.</th>
<th>Name</th>
<th>Age</th>
<th>Gender</th>
<th>Education</th>
<th>Course</th>
<th>Occupation</th>
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<tr>
<td>33</td>
<td>Sarah Palmer</td>
<td>22</td>
<td>F</td>
<td>Leicester Polytechnic</td>
<td>BA Hons</td>
<td>Freelance jewellery and silversmithing designer/producer</td>
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<tr>
<td>34</td>
<td>Derek Pattle</td>
<td>24</td>
<td>M</td>
<td>Loughborough College of Art &amp; Design</td>
<td>BA Hons Fashion &amp; Textiles</td>
<td>Design and Produce Fine hand woven textiles</td>
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<tr>
<td>35</td>
<td>Deborah Ridpath</td>
<td>22</td>
<td>F</td>
<td>Thurrock Tech College Gloscat. Rittville Campus</td>
<td>BA (Hons) Fine Art</td>
<td>Mobile lunch service</td>
</tr>
<tr>
<td>36</td>
<td>Martin Rimmer</td>
<td>23</td>
<td>M</td>
<td>City of London Poly</td>
<td>BA Hons Geography</td>
<td>Supply &amp; maintain interior &amp; exterior plant foliage to offices, hotels, restaurants</td>
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<tr>
<td>37</td>
<td>Vida Rizq</td>
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<td>F</td>
<td>East Anglia Univ</td>
<td>BA Hons French/Politics</td>
<td>Interior Decorating Consultancy</td>
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<tr>
<td>38</td>
<td>Andrew Robshaw</td>
<td>26</td>
<td>M</td>
<td>Cranfield Inst. Tech</td>
<td>MSc Bio-Aeronautics</td>
<td>General Road Haulage</td>
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<td>39</td>
<td>Melanie Rodgers</td>
<td>22</td>
<td>F</td>
<td>Loughborough College of Art &amp; Design</td>
<td>BA Hons Geography</td>
<td>Stencilled pine furniture business</td>
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<td>40</td>
<td>Gretchen Roth</td>
<td>21</td>
<td>F</td>
<td>Nottingham Univ</td>
<td>BSc, BEng.</td>
<td>Subhire company for stage and disco lighting eventually designing my own equipment</td>
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<td>41</td>
<td>Vernon Shaw</td>
<td>23</td>
<td>M</td>
<td>Dorset Institute of Higher Education</td>
<td>BSc Catering Administration</td>
<td>Fast Food take-away/delivery based on American submarine sandwiches</td>
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<td>42</td>
<td>David Sinclair</td>
<td>21</td>
<td>M</td>
<td>Cambridge Univ</td>
<td>BA Law</td>
<td>16 hrs a day coffee and bagel bar, also selling American muffins &amp; fruit juice</td>
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<td>43</td>
<td>Robert Stokoe</td>
<td>23</td>
<td>M</td>
<td>Leicester Poly</td>
<td>BA Hons Economics</td>
<td>Selling competition brake parts for motorsport principally thru mail order</td>
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<tr>
<td>44</td>
<td>Amanda Watson</td>
<td>21</td>
<td>F</td>
<td>East Anglia Univ</td>
<td>Business Studies</td>
<td>Ladies lingerie shop</td>
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<td>45</td>
<td>Ian Wetherhugg</td>
<td>22</td>
<td>M</td>
<td>Nottingham Univ</td>
<td>Electronic &amp; Computer Engineering</td>
<td>Production of marine electronics (leisure)</td>
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<tr>
<td>46</td>
<td>David Weston</td>
<td>23</td>
<td>M</td>
<td>Loughborough Univ</td>
<td>BSc Electronic Engineering</td>
<td>Design &amp; distribution of a portable slide presentation unit</td>
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<td>47</td>
<td>Karoline Wilson</td>
<td>22</td>
<td>F</td>
<td>Roehampton Institute (Surrey Univ)</td>
<td>BA Hons, French/Education</td>
<td>Tea Shop serving 'real' English cream teas and breakfasts.</td>
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<tr>
<td>48</td>
<td>Robert Wilson</td>
<td>24</td>
<td>M</td>
<td>Wye College (London)</td>
<td>Hons Degree Horticulture</td>
<td>Retail outlets selling fruit &amp; veg</td>
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</table>
**BUSINESS START-UP SEMINARS - TYPICAL PROGRAMME**

**GEP 4 PROGRAMME 1988**

1. **GEP - History and Broad Objectives**
   - Time: 20 mins

2. **How to evaluate a Business Idea and Yourself**
   - Time: 20 mins

3. **Video Experience of a recent graduate**
   - Time: 10 mins

4. **How to apply to get on the GEP - detailed explanation**
   - Time: 20 mins

5. **Network of support - counsellors and enterprise agencies**
   - Time: 20 mins

6. **Concluding remarks and questions**
   - Time: 20 mins

Programme runs for approximately 2 hours
### EAST MIDLANDS GRADUATE ENTERPRISE PROGRAMME IV

#### RECRUITMENT

<table>
<thead>
<tr>
<th>University/College</th>
<th>Seminar Attendance</th>
<th>Applications Received</th>
<th>Applications Accepted GEP IV</th>
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<tr>
<td></td>
<td>88</td>
<td>87</td>
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<td>Bedford College of H.E.</td>
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<td>Cranfield Institute of Technology</td>
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<td>Derby College of Higher Education</td>
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<td>Dunstable College</td>
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<td>University of East Anglia</td>
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<td>Gr Yarmouth College of Art and Design</td>
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<td>Lincoln College of Art</td>
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<td>Loughborough College of Art</td>
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<td>Nene College, Northampton</td>
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<td>Norfolk College of Arts &amp; Technology</td>
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<td>Norwich City College of H.E.</td>
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<td>Norwich School of Art</td>
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<td>Nottingham University</td>
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<tr>
<td>Trent Polytechnic</td>
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<td>22</td>
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<tr>
<td>Other (Outside E.Mids Region)</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>550</strong></td>
<td><strong>300</strong></td>
<td><strong>107</strong></td>
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* No Seminar Survey forms received
NEARLY TWO THIRDS OF PEOPLE ATTENDING SEMINARS HEARD OF GEP BY WORD OF MOUTH AND CAREERS SERVICE

NEARLY HALF OF THE PEOPLE SELECTED FOR THE COURSE HEARD OF GEP THROUGH THE CAREERS SERVICE
GRADUATE ENTERPRISE PROGRAMME

TEACHING TIMETABLE

CRANFIELD BUSINESS WORKSHOP

Objective: To successfully complete application form (mini business plan) for GEP and to plan actions post graduation and prior to coming on GEP.

DAY ONE

10.00 - 10.30 Registration in Mitchell Hall
10.30 - 10.45 Coffee in Forum of School of Management
10.45 - 11.00 Introduction, Administration and GEP Application Form
11.00 - 12.00 Introduction for course members
12.00 - 12.30 Talk: Market Research; How to find out customers needs

BUFFET LUNCH IN FORUM

13.30 - 15.00 Exercise: Drawing up Market Research Questionnaire

Tea in Forum

15.30 - 16.15 Video: The Balance Sheet Barrier (John Cleese)
16.15 - 18.00 Talk and Exercises: Finance and Accounting; how much is getting started going to cost.
18.00 - 18.30 Review GEP Application Forms with Group Counsellors

19.30 Dinner: Senior Lounge Mitchell Hall

After dinner Read Case: 'Celebration Cakes'; complete GEP application forms
<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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</thead>
<tbody>
<tr>
<td>09.00 - 09.30</td>
<td>Talk: Which Business Structure?</td>
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<tr>
<td>09.30 - 10.00</td>
<td>Talk: The importance of selling techniques in getting started</td>
</tr>
<tr>
<td>10.00 - 10.30</td>
<td>Video: 'Sales Presentation'</td>
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<td>Coffee in Forum</td>
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<tr>
<td>11.00 - 12.30</td>
<td>Case: Small groups analyse and present 'Celebration Cakes'</td>
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<tr>
<td>12.30 - 13.00</td>
<td>Introduction to Group and Individual Planning Exercise</td>
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<td><strong>BUFFET LUNCH IN FORUM</strong></td>
</tr>
<tr>
<td>14.00 - 15.30</td>
<td>Group and Individual Planning Exercise; hand in completed application forms, action plans and M.S.C. expense claims</td>
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<tr>
<td></td>
<td>Tea in Forum</td>
</tr>
<tr>
<td>16.00 - 16.30</td>
<td>Closing session Video: 'In Search of Excellence'</td>
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GROUP EXERCISE

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<tr>
<th>ACTION PLAN SUMMARY</th>
<th>BUSINESS</th>
<th>DATE</th>
<th>ACTION ITEM</th>
<th>MAJOR ACTIVITIES AND STEPS</th>
<th>TEAM RESP.</th>
<th>MONTHS (STARTING APRIL 1988)</th>
<th>END PRODUCT</th>
<th>TEAM RESP.</th>
<th>DOCUMENT DATE</th>
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<td>MANUFACTURING, SPECIALISED GARMENTS</td>
<td>26th APRIL 1988</td>
<td>MARKET RESEARCH</td>
<td>DESK RESEARCH - LIBRARY FIELD RESEARCH DEVISE QUESTIONNAIRE - PILOT TEST - FAMILY &amp; FRIENDS - REVIEW SAMPLE - 250 PEOPLE ANALYSE RESULTS</td>
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<td>PREMISES</td>
<td>CHAMBER OF COMMERCE COUNCIL INVESTIGATION</td>
<td>ME</td>
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<td>EQUIPMENT</td>
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<td>PRODUCTION</td>
<td>MAKE SAMPLE GARMENTS TIMING THE PROCESS INVESTIGATE DIFFERENT MEDIA START PROMOTION</td>
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<td>EXHIBITION</td>
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Results

1st Apr
3rd Apr
11th Dec
FROM AN INTERESTING CROSS-SECTION OF STUDENTS, THE NUMBER OF WOMEN ATTENDING SEMINARS WAS ALMOST EQUAL TO THE NUMBER OF MEN ATTENDING.

AND THERE WAS A SIMILAR RESULT FOR MEMBERS SELECTED FOR THE COURSE . . .

PERCENTAGE ATTENDANCE BY MEN AND WOMEN

<table>
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<th></th>
<th>Seminars</th>
<th>Course</th>
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<tbody>
<tr>
<td>Male</td>
<td>53%</td>
<td>54%</td>
</tr>
<tr>
<td>Female</td>
<td>47%</td>
<td>46%</td>
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</tbody>
</table>
... MOST STUDENTS FELL INTO THE 20 - 22 AGE GROUP.

COURSE MEMBERS ARE, HOWEVER, OLDER ON AVERAGE ...
MORE THAN HALF OF THE PEOPLE ATTENDING SEMINARS WERE FROM COLLEGES.

HOWEVER, NEARLY HALF OF COURSE MEMBERS SELECTED WERE FROM UNIVERSITIES . . .

PERCENTAGE ATTENDANCE FROM COLLEGES, UNIVERSITIES AND POLYTECHNICS
... OVER HALF OF THE PEOPLE ATTENDING SEMINARS HAD LESS THAN 6 MONTHS OR NO WORK EXPERIENCE ...
PREDOMINANTLY UNDERGRADUATES...
... OVER ONE HALF OF THE PEOPLE ATTENDING SEMINARS WERE TAKING ARTS DEGREE COURSES ...
. . . A SIMILAR PROFILE FOR PEOPLE SELECTED FOR THE COURSE

DEGREE COURSES

Course

Arts/Humanities (48%)
Science & Engineering (21%)
Social Science & Education (10%)
Business Studies (19%)

Percentage
JUST OVER HALF ATTENDING SEMINARS HAD PRODUCT RATHER THAN ...

Product

- Consumers directly (21%)
- Shops/Wholesalers (11%)
- Manufacturing industry (8%)
- Import/Export (5%)
- Service industries (5%)
- Restaurants (1%)

Product in Order of Preference
Number attending seminars - 491

... SERVICE BUSINESS IDEAS

Service

- Consultancy (11%)
- Restaurants (9%)
- Retail outlet (8%)
- Other - domestic (7%)
- Other - industrial (4%)
- Import/Export (3%)
- Software (3%)

Service in Order of Preference
Number attending seminars - 491
AND A SIMILAR PROPORTION OF PRODUCT TO SERVICE BUSINESS IDEAS WAS SELECTED FOR THE COURSE

**Product**
- Consumers directly (19%)
- Shops/Wholesalers (19%)
- Manufacturing Industry (19%)
- Import/Export (1%)
- Service industries (5%)

Product in Order of Preference
Number attending the course - 48

**Service Business Ideas**

**Service**
- Consultancy (15%)
- Restaurants (13%)
- Retail outlet (8%)
- Other - domestic (8%)
- Other - industrial (6%)
- Import/Export (4%)

Service in Order of Preference
Number attending course - 48
WERE RESPONDENTS GOING TO SET UP THEIR OWN BUSINESS BEFORE HEARING ABOUT GEP

- Yes: 90%
- No: 10%

Percentage
STAGE AT SETTING UP THEIR OWN BUSINESS

- Immediately: 41%
- Within 5 years: 50%
- Within 10 years: 7%
- Later: 2%
SOURCE OF BUSINESS IDEA

- Skill/Hobby developed (33%)
- Lacking in local market area (29%)
- Developed from training at University/Polytechnic (23%)
- Some combination of the above (15%)
DOES THE FAMILY SUPPORT THE IDEA OF STARTING OWN BUSINESS

Percentage

Yes

No

1%

99%
Were they helped by the following:

- Local Enterprise Agency: 37%
- Family: 42%
- Friend: 25%
- University: 5%
- Other: 2%

Percentage
WHAT APPEALS TO THEM MOST ABOUT GEP

MONEY

THE COUNSELLING

THE TRAINING

CONTACT WITH OTHER GEP STUDENTS
WHAT MAKES THEM WANT TO START THEIR OWN BUSINESS
TO MAKE MONEY

Rank 1: 16%
Rank 2: 55%
Rank 3: 25%
Rank 4: 2%
Rank 5: 1%
Rank 6: 1%

WHAT MAKES THEM WANT TO START THEIR OWN BUSINESS
TO BE INDEPENDENT

Rank 1: 78%
Rank 2: 20%
Rank 3: 1%
Rank 4: 1%
Rank 5: 1%
Rank 6: 1%
WHAT MAKES THEM WANT TO START THEIR OWN BUSINESS
TO CREATE JOBS FOR OTHERS

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<th>Rank</th>
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WHAT MAKES THEM WANT TO START THEIR OWN BUSINESS
I CAN'T HELP IT I HAVE TO

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<td>22%</td>
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<td>4</td>
<td>28%</td>
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<td>5</td>
<td>18%</td>
</tr>
<tr>
<td>6</td>
<td>10%</td>
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WHAT MAKES THEM WANT TO START THEIR OWN BUSINESS
MY FRIEND HAS DONE IT

Rank 1: 1%
Rank 2: 14%
Rank 3: 12%
Rank 4: 26%
Rank 5: 46%

WHAT MAKES THEM WANT TO START THEIR OWN BUSINESS
POOR JOB OUTLOOK

Rank 1: 10%
Rank 2: 15%
Rank 3: 20%
Rank 4: 25%
Rank 5: 30%
CLASSIFICATION OF PARENTS MAIN BACKGROUND

Professions (Father 33%, Mother 21%)

Business employee/manager (Father 22%, Mother 18%)

Self employed/own business (Father 27%, Mother 8%)

Civil service/forces (Father 11%, Mother 3%)

Household/domestic duties (Father 2%, Mother 38%)

Unemployed (Father 0%, Mother 1%)

Other (Father 4%, Mother 10%)

Percentage
BACKGROUND

Exhibit 17a

Sex
- Male (63%)
- Female (37%)

Work Experience
- None (5%)
- Less than 6 months (19%)
- 6 - 12 months (20%)
- More than 12 months (57%)
EDUCATIONAL BACKGROUND

- Undergraduate (81%)
- Postgraduate (19%)
- Arts degree (48%)
- Science degree (29%)
- Business Studies (23%)
- Polytechnic (22%)
- College of H.E. (32%)
- University (45%)
RECEIVED AN OFFER OF FULL-TIME JOB

Yes: 28%
No: 72%
GEP 4 Programme 1988 Cranfield (E. Mids)

45 PARTICIPANTS

1. MAIN PROGRAMME
   AUG 1 - 14 WORKBOOK
   at CRANFIELD
   AUG 31 - SEPT 2 1ST BUS. PLAN PRESENTATION

2. SECOND PHASE
   PROGRAMME
   30 SELF-EMPLOYED (EAS) + 3 DAYS COUNSELLING
   15 SMALL BUSINESSES (EAS + 6 DAYS TEACHING)
   - 20/21 SEPT
   - 27/28 OCT
   - 1/2 DEC

1/2 DEC. SALES EXHIBITION
AT CRANFIELD