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**SWP 41/88 GRADUATE ENTERPRISE PROGRAMME IV,  
1988 RECRUITMENT AND SELECTION  
E.MIDLANDS REGION**

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## 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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- Exhibit 5

- Exhibit 6 - example Action Plan

- 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.

**GRADUATE ENTERPRISE PROGRAMME IV - 1988****E. MIDLANDS REGION****LIST OF PARTICIPANTS**

<b><u>NAME</u></b>	<b><u>AGE</u></b>	<b><u>M/F</u></b>	<b><u>UNIV/POLY/COLLEGE</u></b>	<b><u>DEGREE</u></b>	<b><u>PRODUCT/SERVICE</u></b>
1. Sarah Adams	24	F	South Glamorgan Institute of H.E.	BA Hons Ceramics	Hand-Crafted Decorative Ceramic Ware
2. Haider Ali	21	M	London Sch Econs		Monthly Careers/education magazine aimed at 16-18 year olds
3. Stephanie Allen	24	F	Kidderminster College of Further Education	BA Hons Carpet Design & Related Textiles	Workshop producing handmade and machine made felt rugs
4. Brian Appleby	21	M	Leeds University	BSc Geography (Hons)	Quality snack foods & drink to offices
5. Robert Atkinson	23	M	Leicester Polytechnic	BA Hons Industrial Design	Jewellery & silversmithing
Mark Kampf	22	M	Leicester Polytechnic	BA Hons Silversmithing & Jewellery	Designing & Manufacturing
6. Robert Barnes	21	M	Loughborough Univ		Mobile Street Food Stall
7. Karen Blake	22	F	Loughborough Univ	Business Admin with modern language	Wedding management service
8. Nicola Bond	23	F	Loughborough College of Art & Design	BA Hons Textile Design	Freelance printed textile designer
9. Colin Brown	23	M	Leicester Poly	BA Hons History of Art & Design in the Modern Period	Restoration and conservation of books and archives and bookbinding
10. Lynn Dye	21	F	Trent Polytechnic	BA Hons Modern European Studies	Consultancy partnership aimed at companies who are relocating managerial personnel into East Midlands
11. Glen Fayolle	27	M	Loughborough Univ	Business Studies	Recycling of paper, with plans to move to other recyclable waste
12. Daniel Goodhart	21	M	Durham University	Modern History	Designing & selling specialist boxer shorts
13. Richard Hall	22	M	Trent Polytechnic	BA Hons Business Studies	Organisation of functions and promotion of associated services particularly disco agency
14. David Harnett	31	M	East Anglia Univ	BSc Environmental Sciences	Energy Conservation Consultancy Service
15. Rachel Harris	21	F	Nene College	BA Hons Combined Studies	Individually designing t-shirts to order

16. Anthony Harrison	23	M	Exeter Univ	BA Hons Arabic & Islamic Studies	Gift delivery service - Champagne, chocolates and teddy bears
17. Mukhtar Latif	23	M	Leicester Poly	BSc Hons Applied Chemistry	Ready-made and exclusive designer Asian clothes & Jewellery
18. Alan MacCormack	38	M	Derby College of H.E.	Diploma in Management Studies	Relocation, planning & co-ordination
19. Rosalie Mansell	23	F	Leicester Poly	BA Hons Fashion/Textiles	Theatrical costumers and dancewear designer and manufacturer
20. Paul Marriott	33	M	Leicester Poly	BA Hons 3 dimensional design	Design & marketing of furniture First product: medicine trolley
21. Sally McCall	20	F	Lincs College of Art	BTec Diploma in Fashion	Custom-made clothing - mainly for larger women
22. Trudie McCallum	22	F	Cambridge College of Art & Design	BA Hons Theatre Design	Designing and making exclusive ball gowns
23. Louise McGrath	23	F	Trent Poly	BA Hons Photography	Photography business
24. Amanda McKeown	23	F	London Univ	BA History	Designing & Manufacturing Decorative furniture screens
25. Norma Miles	22	F	Scottish College of Textiles	Clothing Studies	Designing & retailing maternity wear/ outsize wear
26. Barry Mills	23	M	Loughborough Univ	Management Sciences	Mobile convenience food outlets
27. Luigia Minichiello	21	F	Norwich City College	HND in Hotel, Catering and Institutional Management	Italian Restaurant
28. Kathleen Morgan	21	F	Nene College	Business Studies	Vegetarian (Health) Restaurant
29. Edward Murgatroyd	36	M	Cranfield Inst. Tech	MSc	Construction of a Remote Observation Vehicle
30. Lisa Newport	20	F	Loughborough College of Art & Design		Small surface pattern design studio
31. Austin Okereafor	35	M	Nottingham University	MA and LL.M	Tour operator
32. Louise Orpe	22	F	Leicester Polytechnic	BA Hons 3-D Design	Buying, stripping & repainting of
Sally Tabor	21	F	Leicester Polytechnic	BA Hons 3-D Design	2nd hand furniture



33. Sarah Palmer	22	F	Leicester Polytechnic	BA Hons	Freelance jewellery and silversmithing designer/producer
34. Derek Pattle	24	M	Loughborough College of Art & Design	BA Hons Fashion & Textiles	Design and Produce Fine hand woven textiles
35. Deborah Ridpath	22	F	Thurrock Tech College Gloscat. Rittville Campus	BA (Hons) Fine Art	Mobile lunch service
36. Martin Rimmer	23	M	City of London Poly	BA Hons Geography	Supply & maintain interior & exterior plant foliage to offices, hotels, restaurants
37. Vida Rizq	22	F	East Anglia Univ	BA Hons French/Politics	Interior Decorating Consultancy
38. Andrew Robshaw	26	M	Cranfield Inst. Tech	MSc Bio-Aeronautics	General Road Haulage
39. Melanie Rodgers	22	F	Loughborough College of Art & Design		Stencilled pine furniture business
40. Gretchen Roth	21	F	Nottingham Univ	BSc, BEng.	Subhire company for stage and disco lighting eventually designing my own equipment
41. Vernon Shaw	23	M	Dorset Institute of Higher Education	BSc Catering Administration	Fast Food take-away/delivery based on American submarine sandwiches
42. David Sinclair	21	M	Cambridge Univ	BA Law	16 hrs a day coffee and bagel bar, also selling American muffins & fruit juice
43. Robert Stokoe	23	M	Leicester Poly	BA Hons Economics	Selling competition brake parts for motor-sport principally thru mail order
44. Amanda Watson	21	F	East Anglia Univ	Business Studies	Ladies lingerie shop
45. Ian Wetherhogg	22	M	Nottingham Univ	Electronic & Computer Engineering	Production of marine electronics (leisure)
46. David Weston	23	M	Loughborough Univ	BSc Electronic Engineering	Design & distribution of a portable slide presentation unit
47. Karoline Wilson	22	F	Roehampton Institute (Surrey Univ)	BA Hons, French/Education	Tea Shop serving 'real' English cream teas and breakfasts.
48. Robert Wilson	24	M	Wye College (London)	Hons Degree Horticulture	Retail outlets selling fruit & veg

BUSINESS START-UP SEMINARS - TYPICAL PROGRAMME

## GEP 4 PROGRAMME 1988

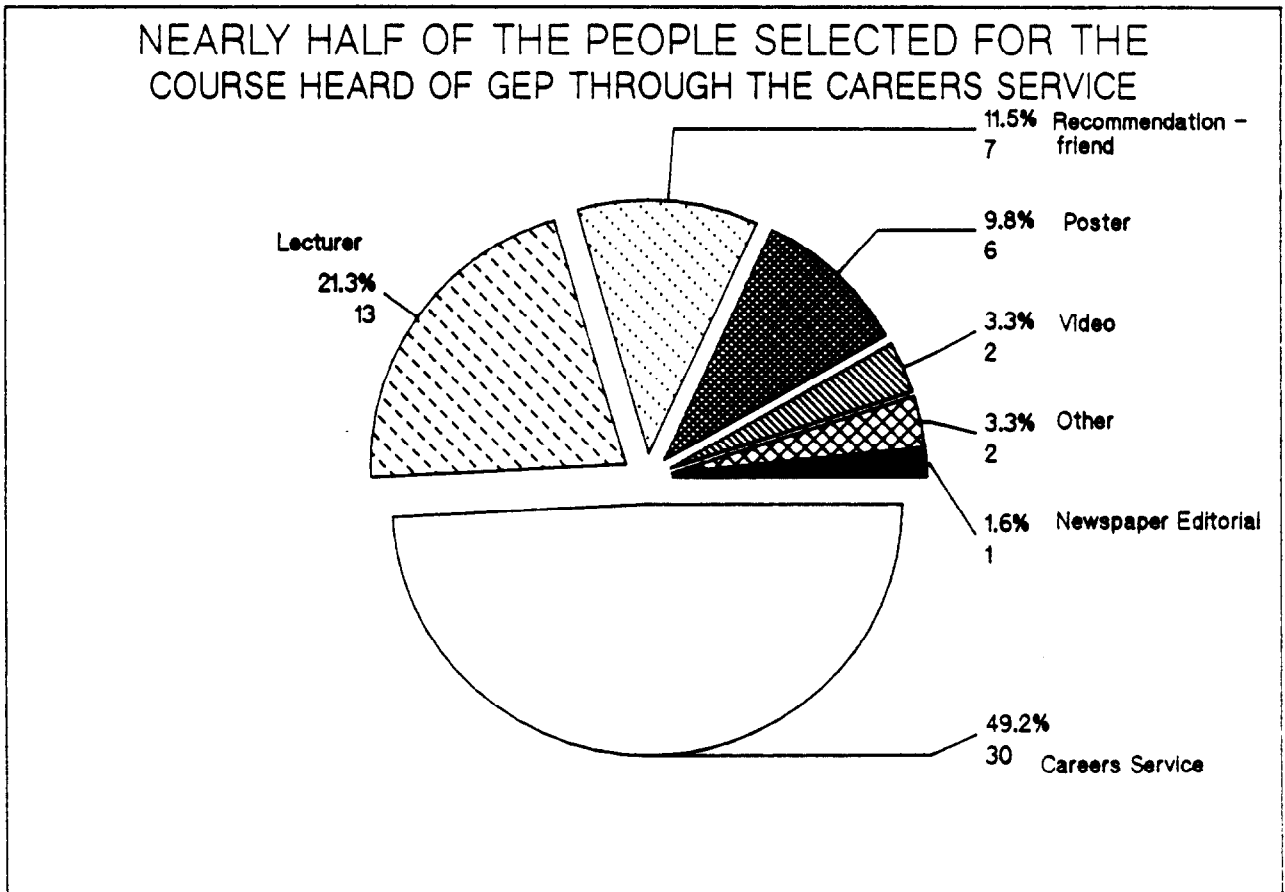
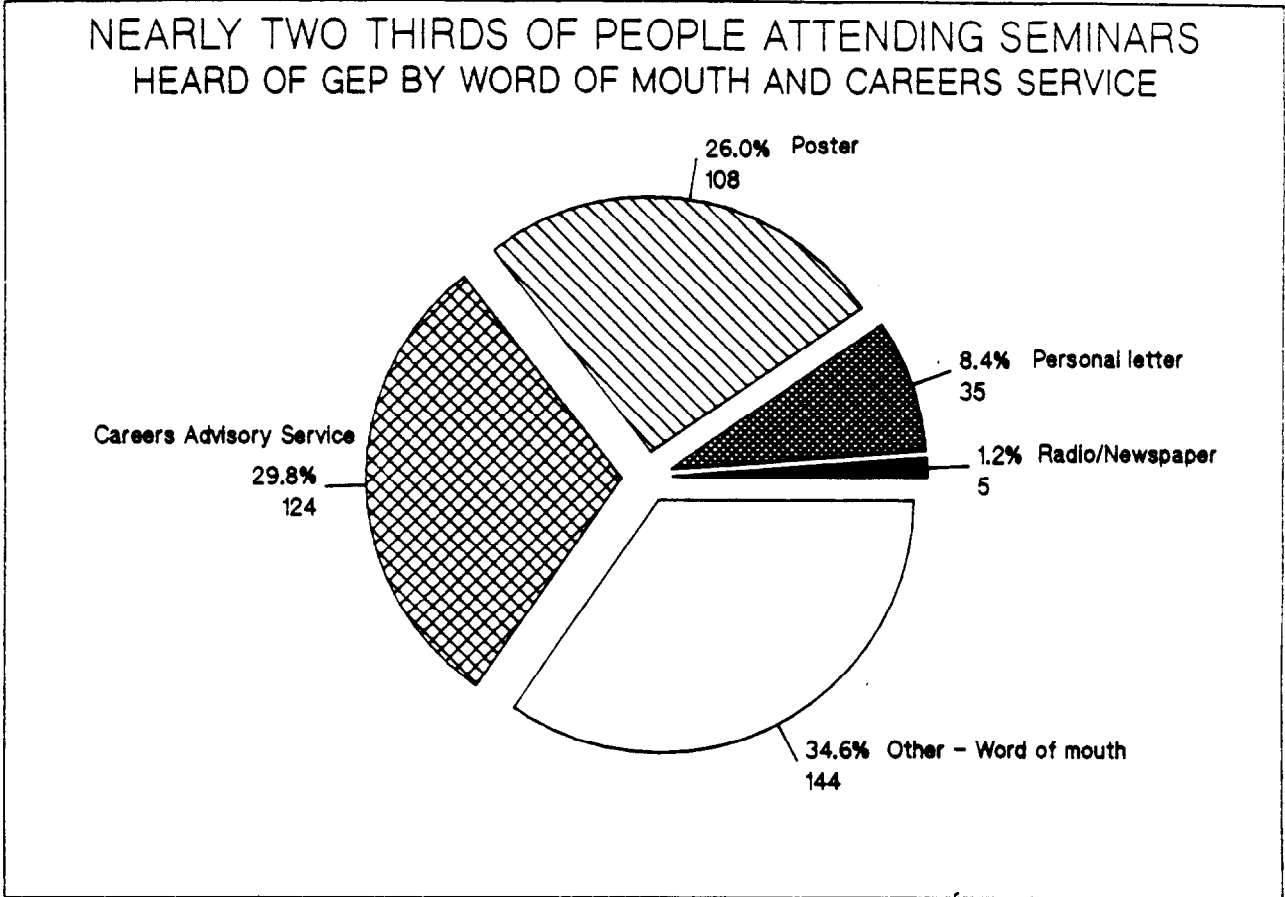
	<u>TIME</u>
1. GEP - History and Broad Objectives	20 mins
2. How to evaluate a Business Idea and Yourself	20 mins
3. Video Experience of a recent graduate	10 mins
4. How to apply to get on the GEP - detailed explanation	20 mins
5. Network of support - counsellors and enterprise agencies	20 mins
6. Concluding remarks and questions	20 mins

Programme runs for approximately 2 hours

EAST MIDLANDS GRADUATE ENTERPRISE PROGRAMME IVRECRUITMENT

<u>University/College</u>	<u>Seminar Attendance</u>		<u>Applications Received</u>		<u>Applications Accepted GEP IV</u>	
	<u>88</u>	<u>87</u>	<u>88</u>	<u>87</u>	<u>88</u>	<u>87</u>
Bedford College of H.E.	10	-	3	-	2	-
Cambridge College of Art and Technology	15	8	3	3	2	3
Cambridge University	31	22	6	4	1	2
Cranfield Institute of Technology	20	87	8	2	3	1
Derby College of Higher Education	5	13	1	2	1	0
Dunstable College	36	-	-	-	-	-
University of East Anglia	38	10	7	1	4	0
Gt Yarmouth College of Art and Design	20*	-	-	-	-	-
Leicester Polytechnic	14	11	13	3	8	2
Leicester University	5	5	1	2	0	0
Lincoln College of Art	26	-	3	-	2	-
Loughborough College of Art	35	-	7	-	4	-
Loughborough University	60	80	17	6	7	3
Nene College, Northampton	17	8	5	1	2	1
Norfolk College of Arts & Technology	42*	-	2	-	0	-
Norwich City College of H.E.	42	-	5	-	2	-
Norwich School of Art	33	-	1	-	0	-
Nottingham University	20	-	6	4	3	3
Suffolk College of Higher Education	36	-	-	-	-	-
Trent Polytechnic	45	22	8	2	4	1
Other (Outside E.Mids Region)	-	-	11	-	8	-
<b>Total</b>	<u>550</u>	<u>300</u>	<u>107</u>	<u>30</u>	<u>53</u>	<u>16</u>

\* No Seminar Survey forms received



**GRADUATE ENTERPRISE PROGRAMME****TEACHING TIMETABLE****CRANFIELD BUSINESS WORKSHOP**

**Objective:** To successfully complete application form (mini business plan) for GEP 4 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
	<b>Tea in Forum</b>
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	<b>Dinner : Senior Lounge Mitchell Hall</b>
After dinner	Read Case : 'Celebration Cakes'; complete GEP application forms

## **DAY TWO**

09.00 - 09.30

Talk : Which Business Structure?

09.30 - 10.00

Talk : The importance of selling techniques in getting started

10.00 - 10.30

Video : 'Sales Presentation'

### **Coffee in Forum**

11.00 - 12.30

Case : Small groups analyse and present 'Celebration Cakes'

12.30 - 13.00

Introduction to Group and Individual Planning Exercise

### **BUFFET LUNCH IN FORUM**

14.00 - 15.30

Group and Individual Planning Exercise; hand in completed application forms, action plans and M.S.C. expense claims

### **Tea in Forum**

16.00 - 16.30

Closing session Video: 'In Search of Excellence'

GROUP EXERCISE

ACTION PLAN SUMMARY		BUSINESS . MANUFACTURING . . . SPECIALISED . . GARMENTS DATE . 5TH. APRIL . 1988 . . . . .																
ACTION ITEM	MAJOR ACTIVITIES AND STEPS	TEAM RESP.	MONTHS (STARTING APRIL 1988)												END PRODUCT DOCUMENT	DATE	TEAM RESP.	
			1	2	3	4	5	6	7	8	9	10	11	12				
MARKET RESEARCH	DESK RESEARCH - LIBRARY FIELD RESEARCH DESIGN QUESTIONNAIRE - PILOT TEST - FAMILY & FRIENDS - REVISE.	ME																
PREMISES	SAMPLE - 250 PEOPLE ANALYSE RESULTS. CHAMBER OF COMMERCE COUNCIL	ME ? ME																
EQUIPMENT	INVESTIGATE																	
PRODUCTION	PURCHASE MAKE SAMPLE GARMENTS TIMING THE PROCESS																	
PROMOTION	INVESTIGATE DIFFERENT MEDIA START PROMOTION																	
GEP																		
INDUARY REVENUE	APPLICABLE TAXES																	
BANKS	FIND OUT WHICH GIVES BEST DEAL																	
START PRODUCTION																		
SALES																		
EXHIBITION																		

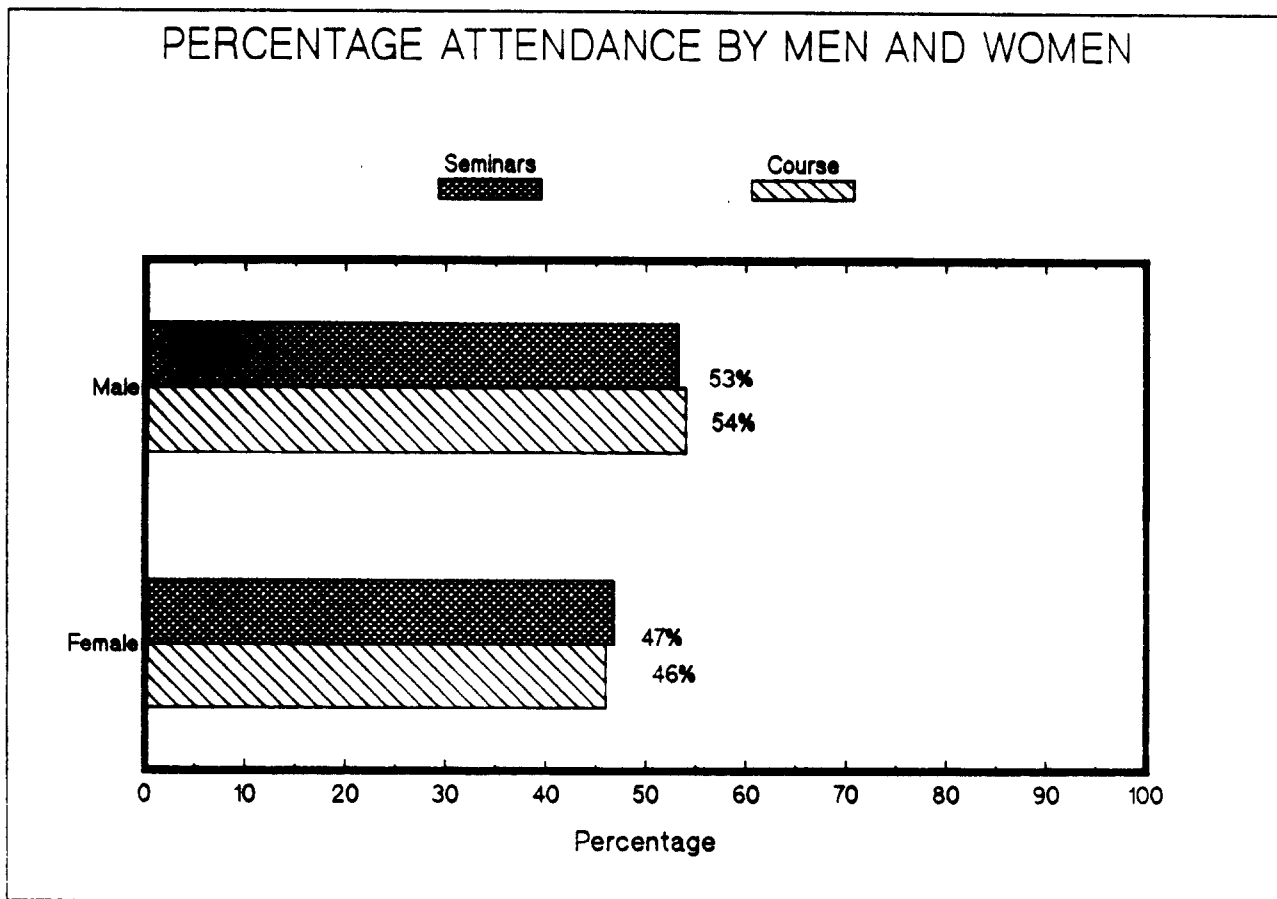
Results

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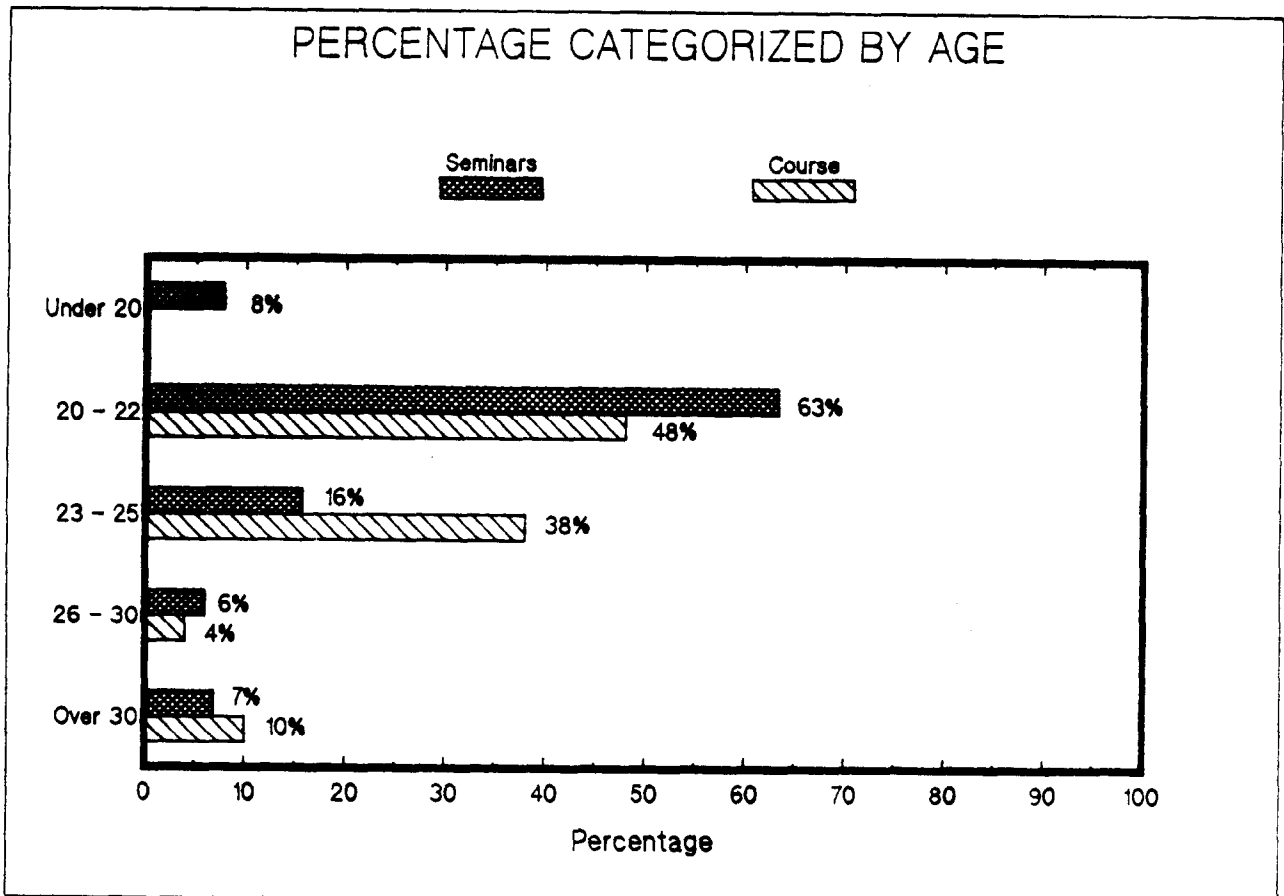
**FROM AN INTERESTING CROSS-SECTION OF STUDENTS,  
THE NUMBER OF WOMEN ATTENDING SEMINARS WAS ALMOST  
EQUAL TO THE NUMBER OF MEN ATTENDING.**

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



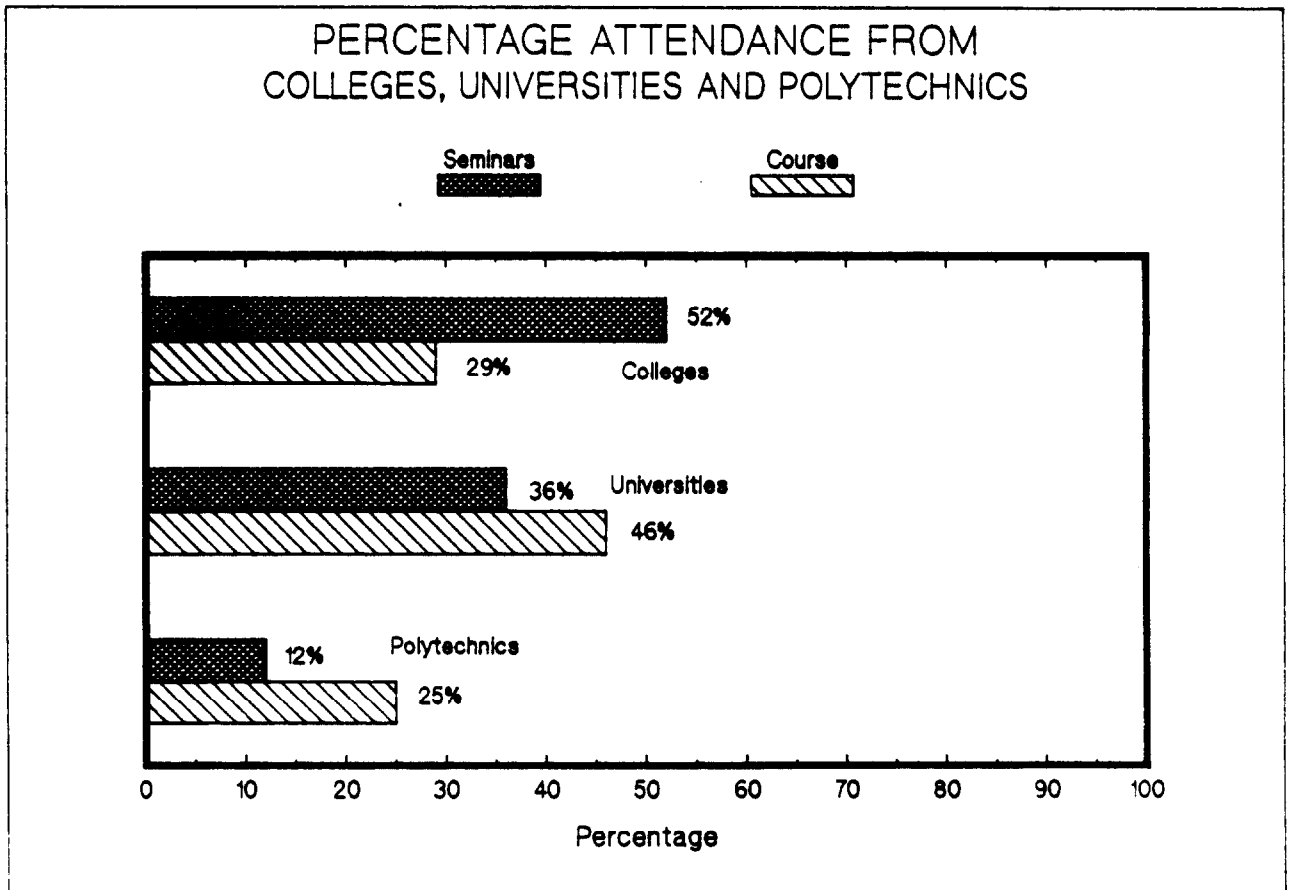


**... MOST STUDENTS FELL INTO THE 20 - 22 AGE GROUP.  
COURSE MEMBERS ARE, HOWEVER, OLDER ON AVERAGE ...**

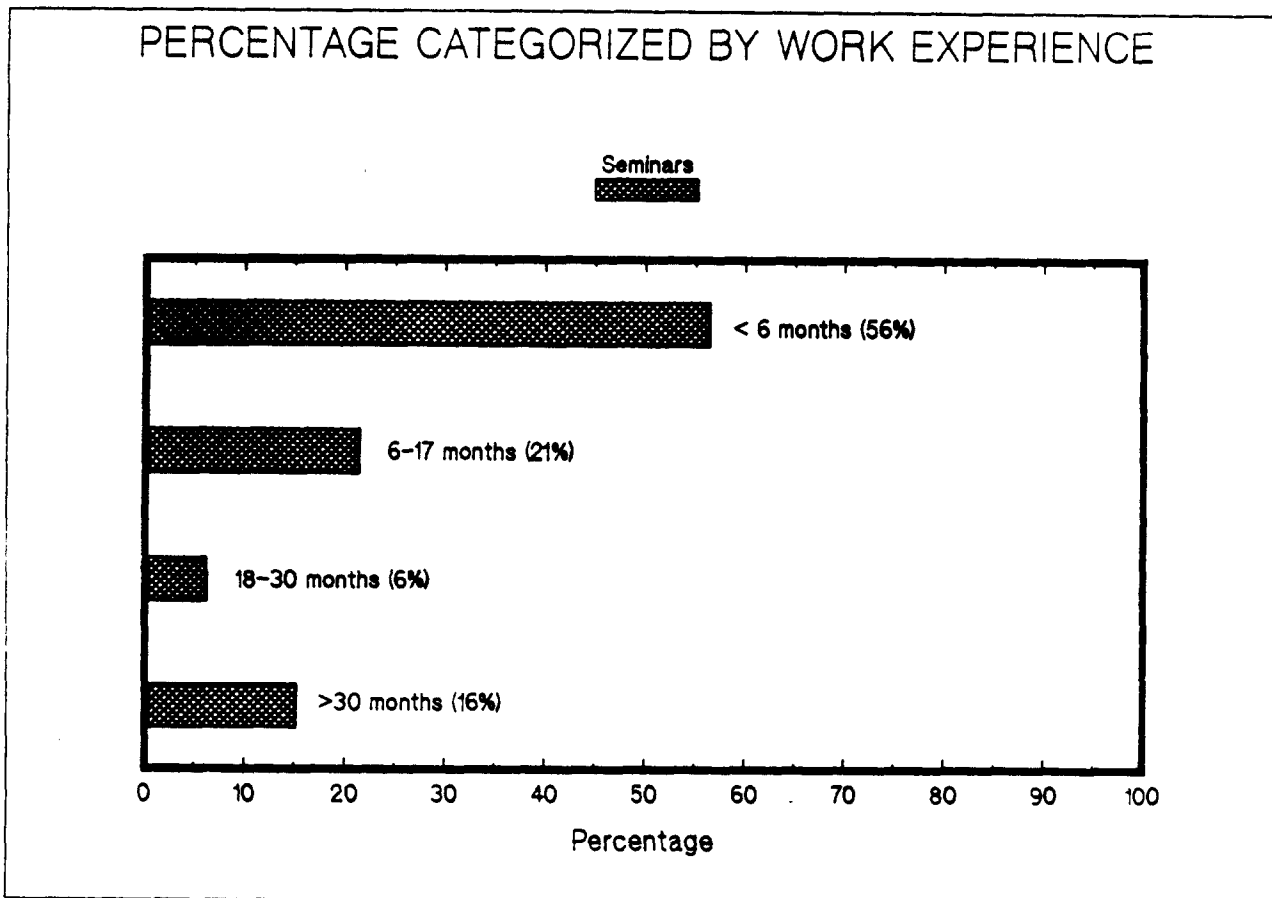


**... MORE THAN HALF OF THE PEOPLE ATTENDING SEMINARS  
WERE FROM COLLEGES.**

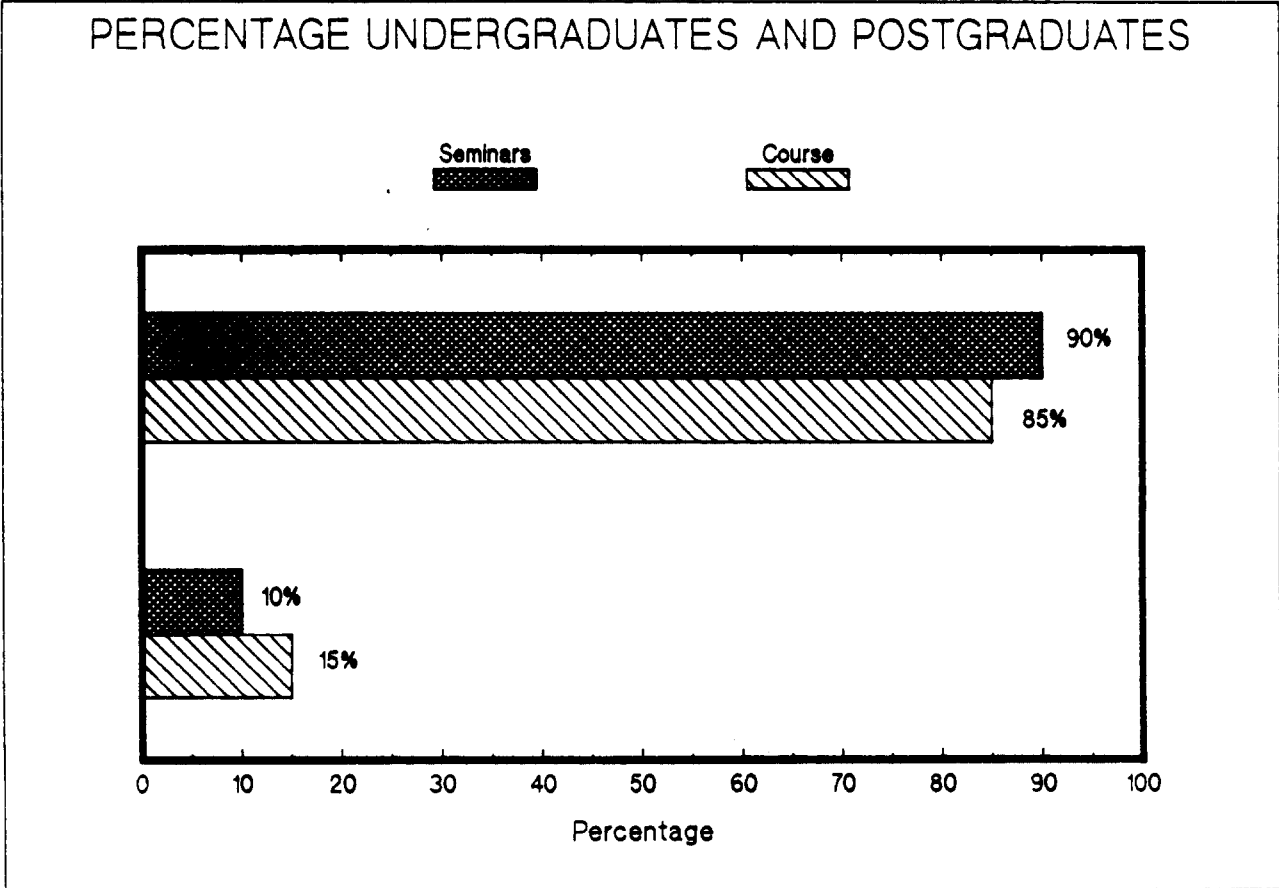
**HOWEVER, NEARLY HALF OF COURSE MEMBERS SELECTED WERE  
FROM UNIVERSITIES ...**



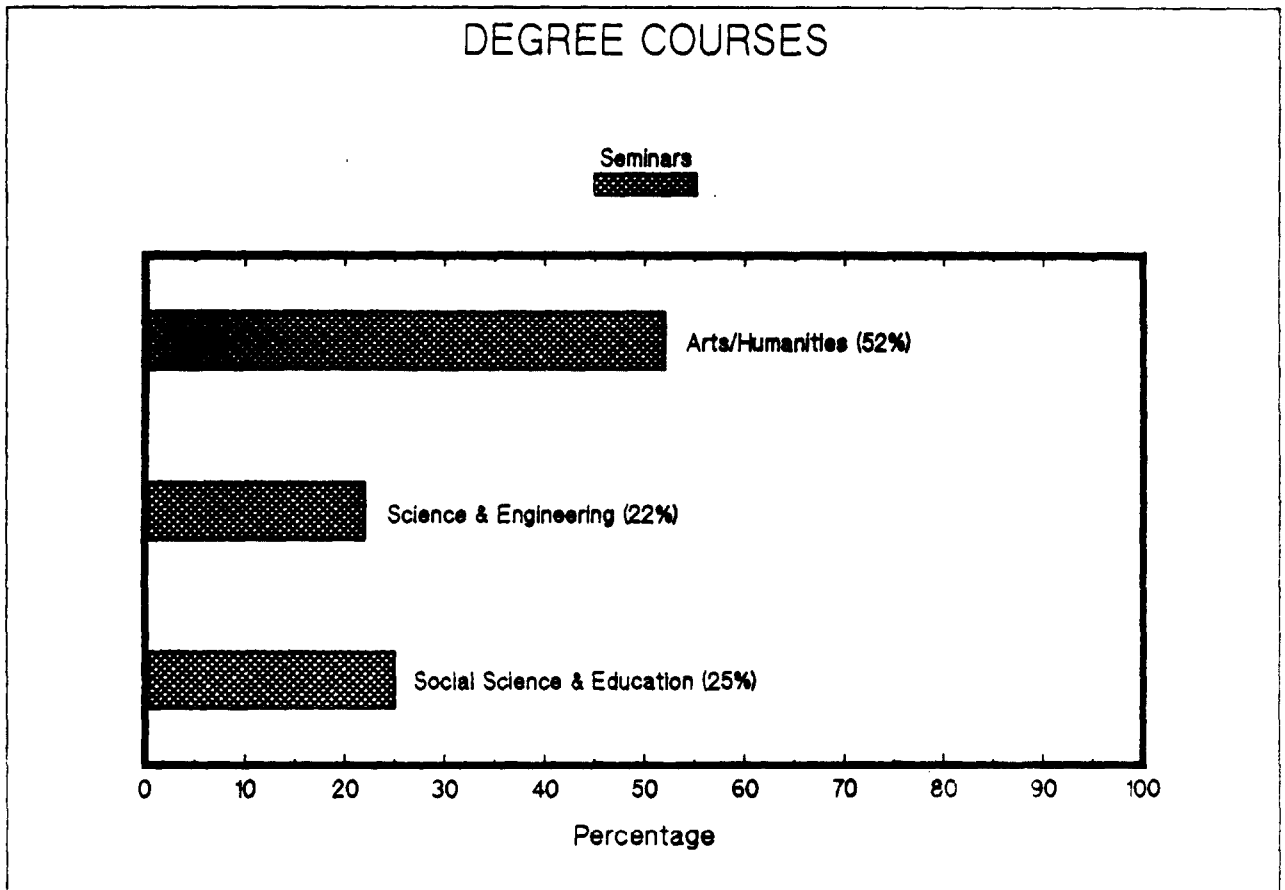
**... OVER HALF OF THE PEOPLE ATTENDING SEMINARS HAD  
LESS THAN 6 MONTHS OR NO WORK EXPERIENCE ...**



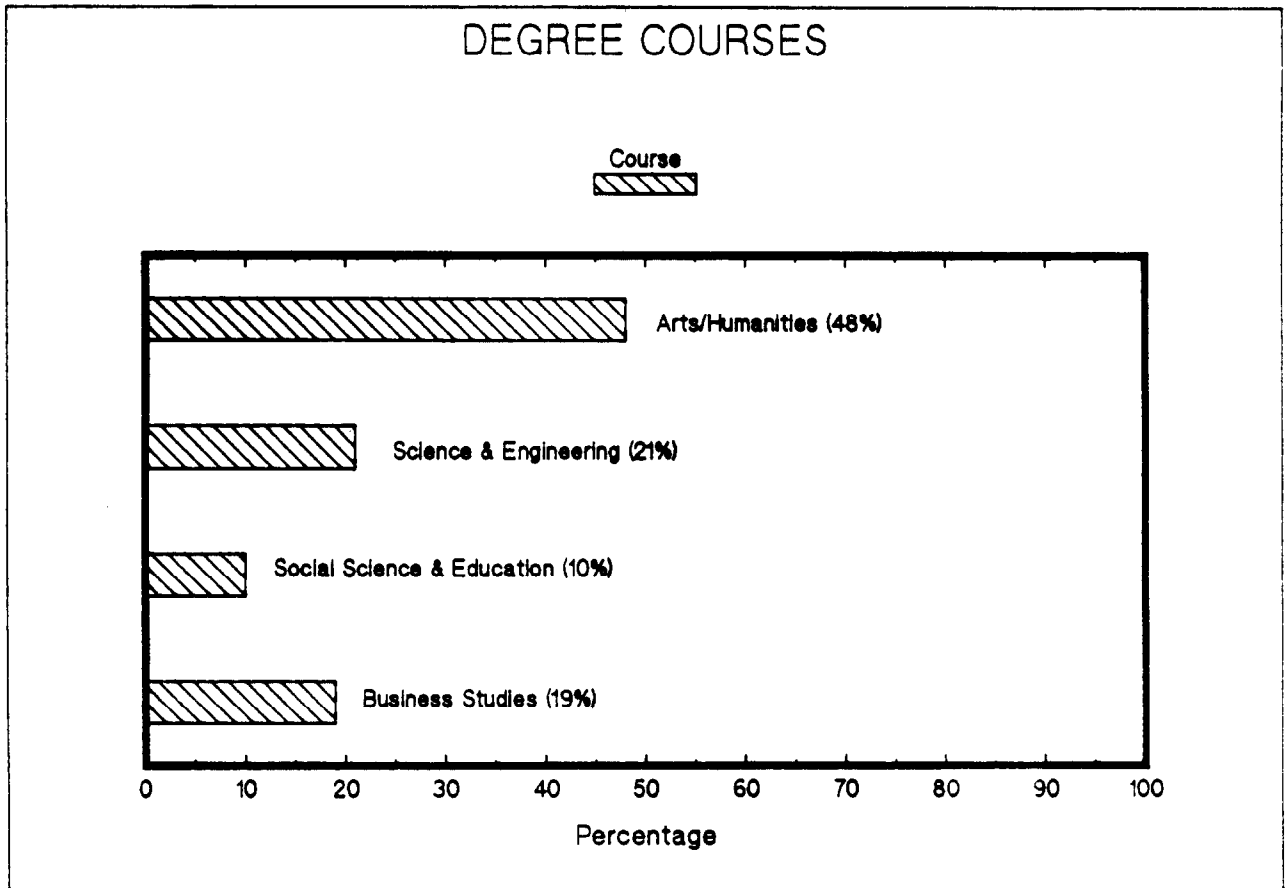
... PREDOMINANTLY UNDERGRADUATES ...



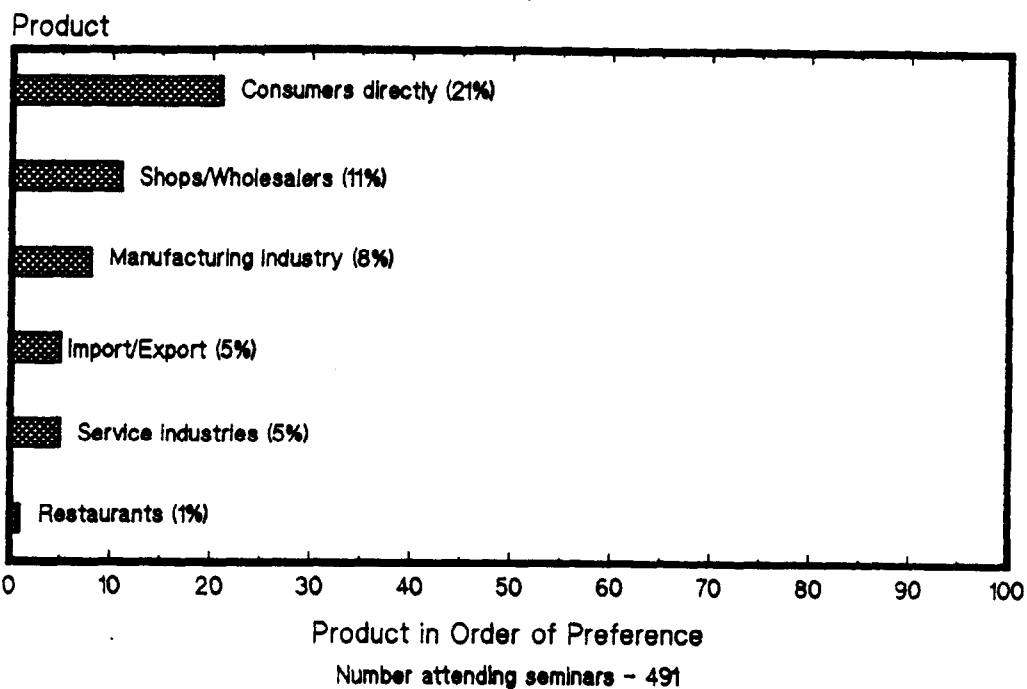
**... OVER ONE HALF OF THE PEOPLE ATTENDING SEMINARS WERE  
TAKING ARTS DEGREE COURSES ...**



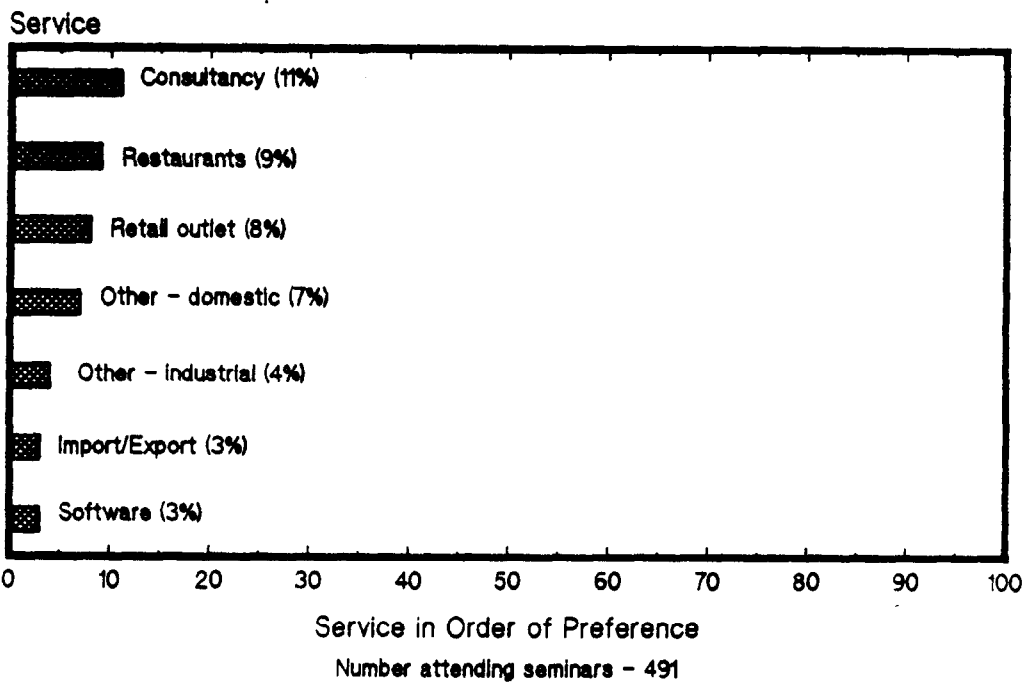
... A SIMILAR PROFILE FOR PEOPLE SELECTED FOR THE COURSE



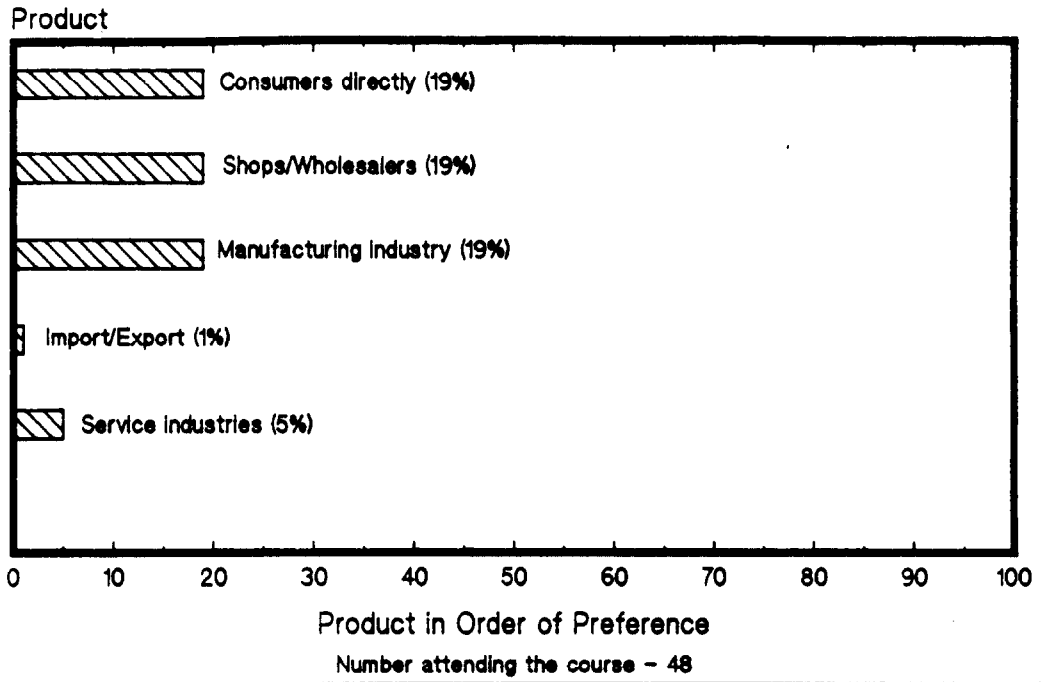
## JUST OVER HALF ATTENDING SEMINARS HAD PRODUCT RATHER THAN ...



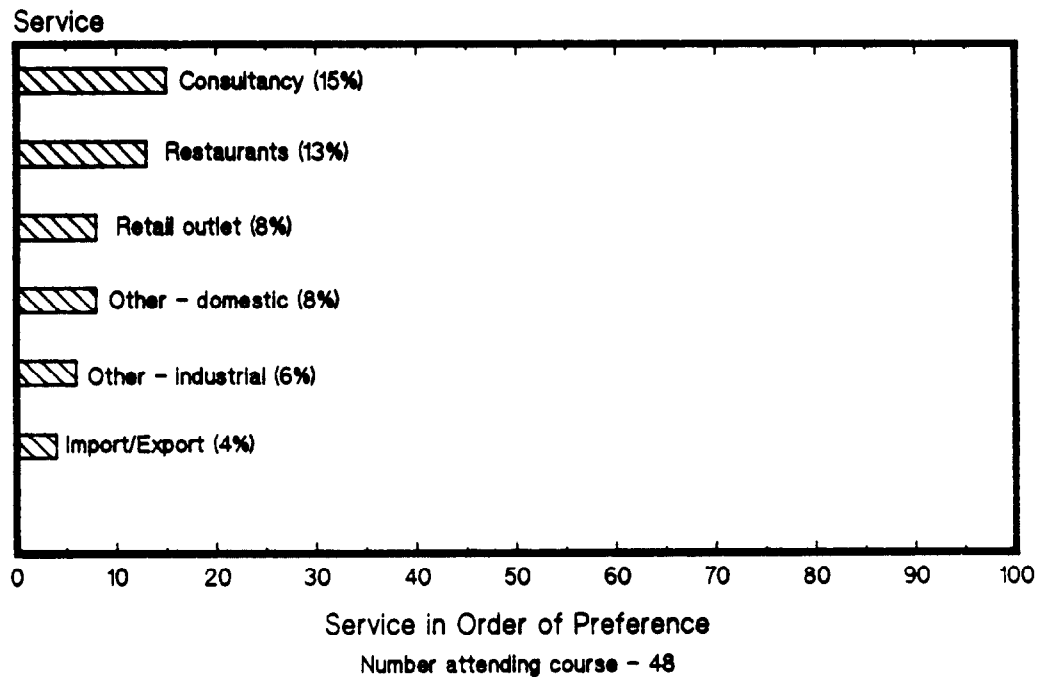
## ... SERVICE BUSINESS IDEAS



### AND A SIMILAR PROPORTION OF PRODUCT TO SERVICE BUSINESS IDEAS WAS SELECTED FOR THE COURSE

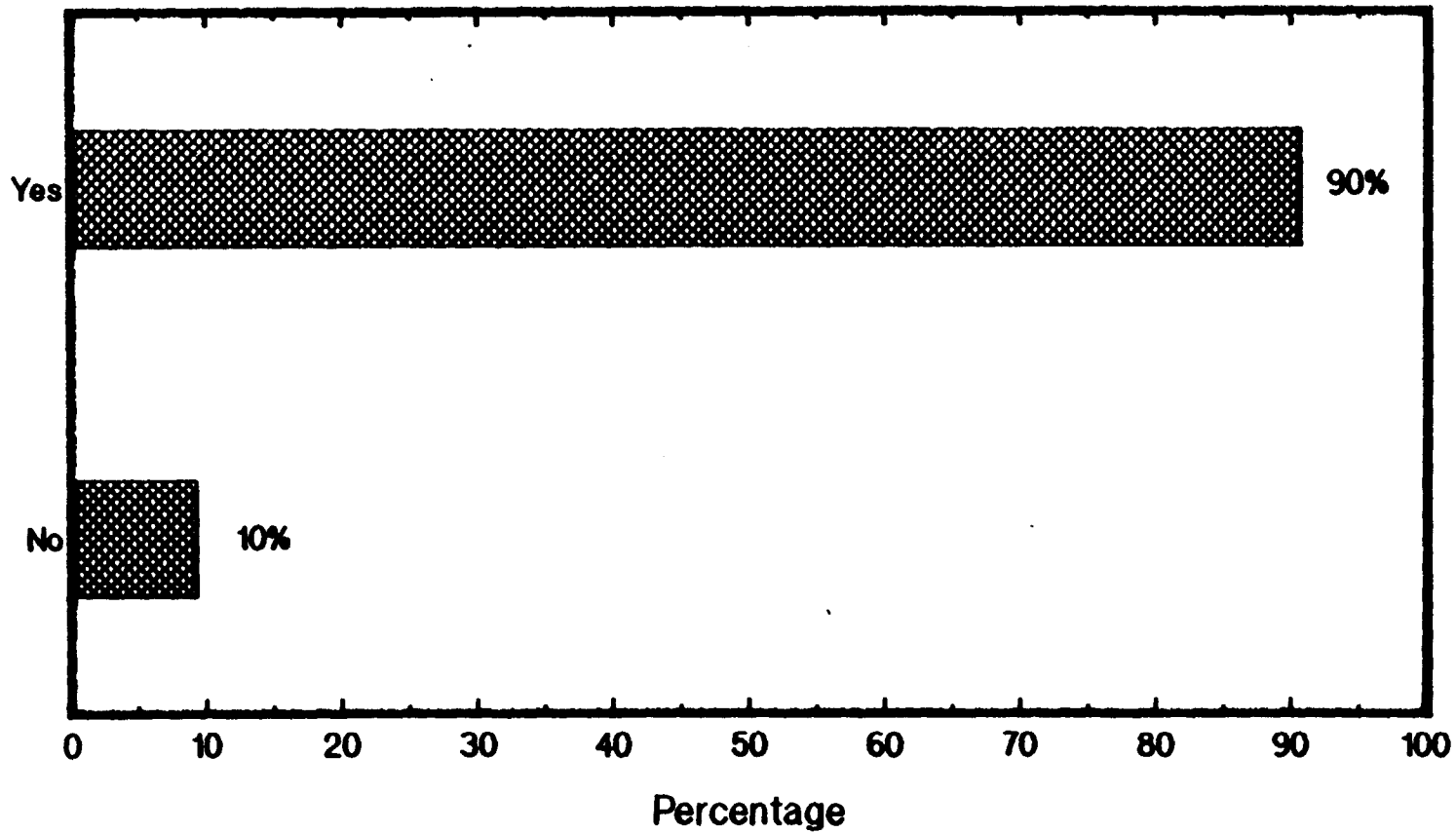


### SERVICE BUSINESS IDEAS

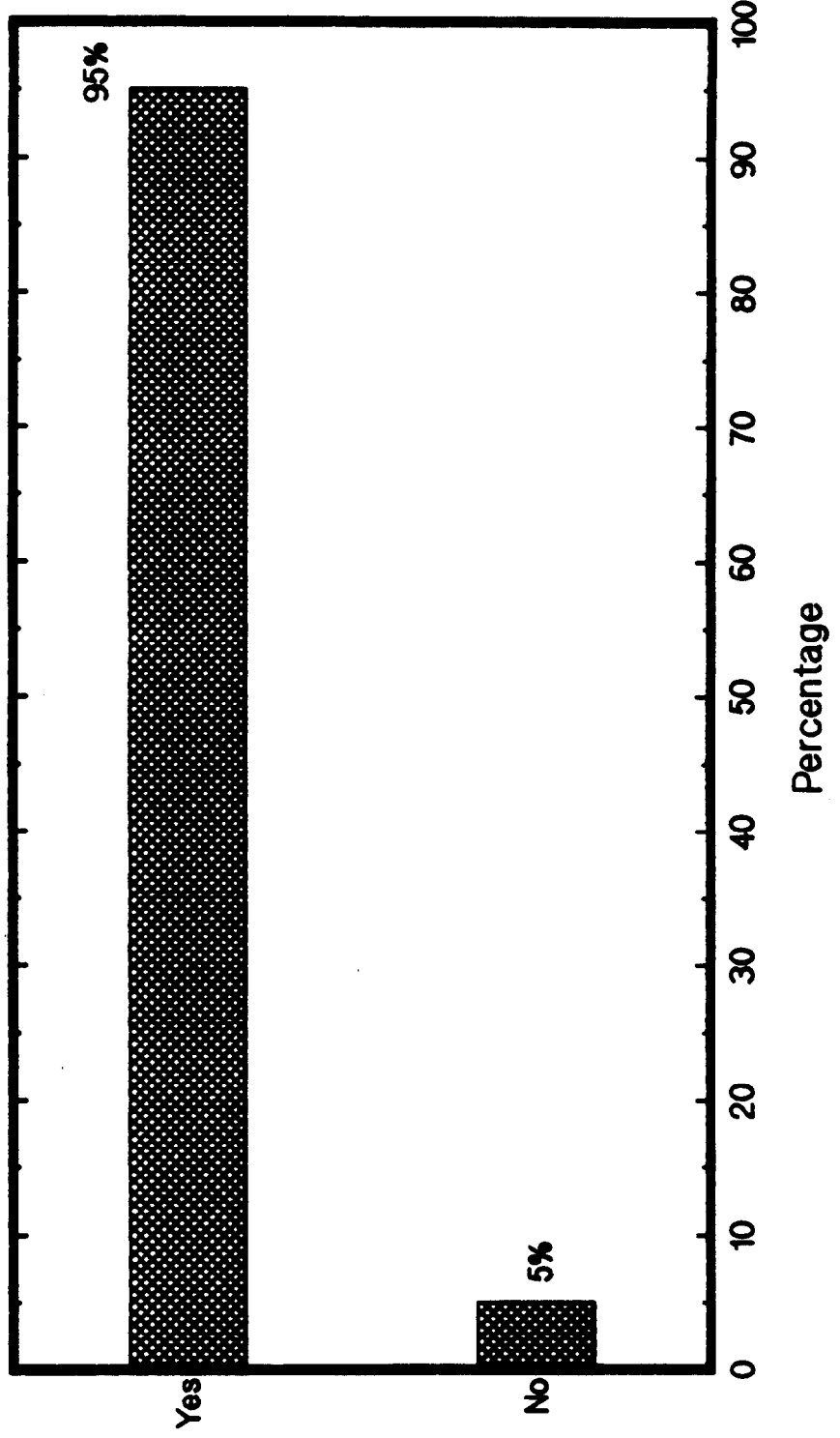




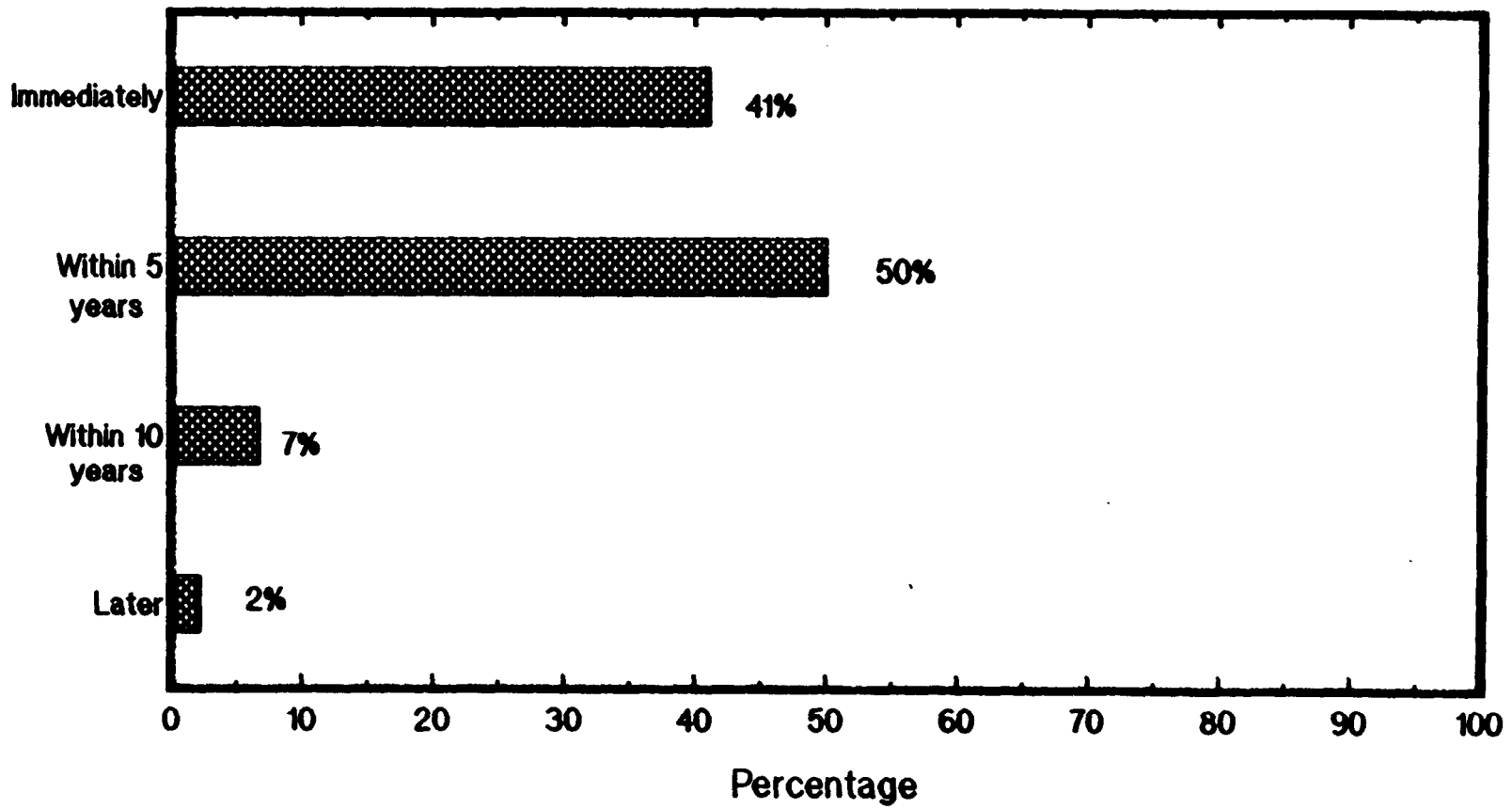
# WERE RESPONDENTS GOING TO SET UP THEIR OWN BUSINESS BEFORE HEARING ABOUT GEP



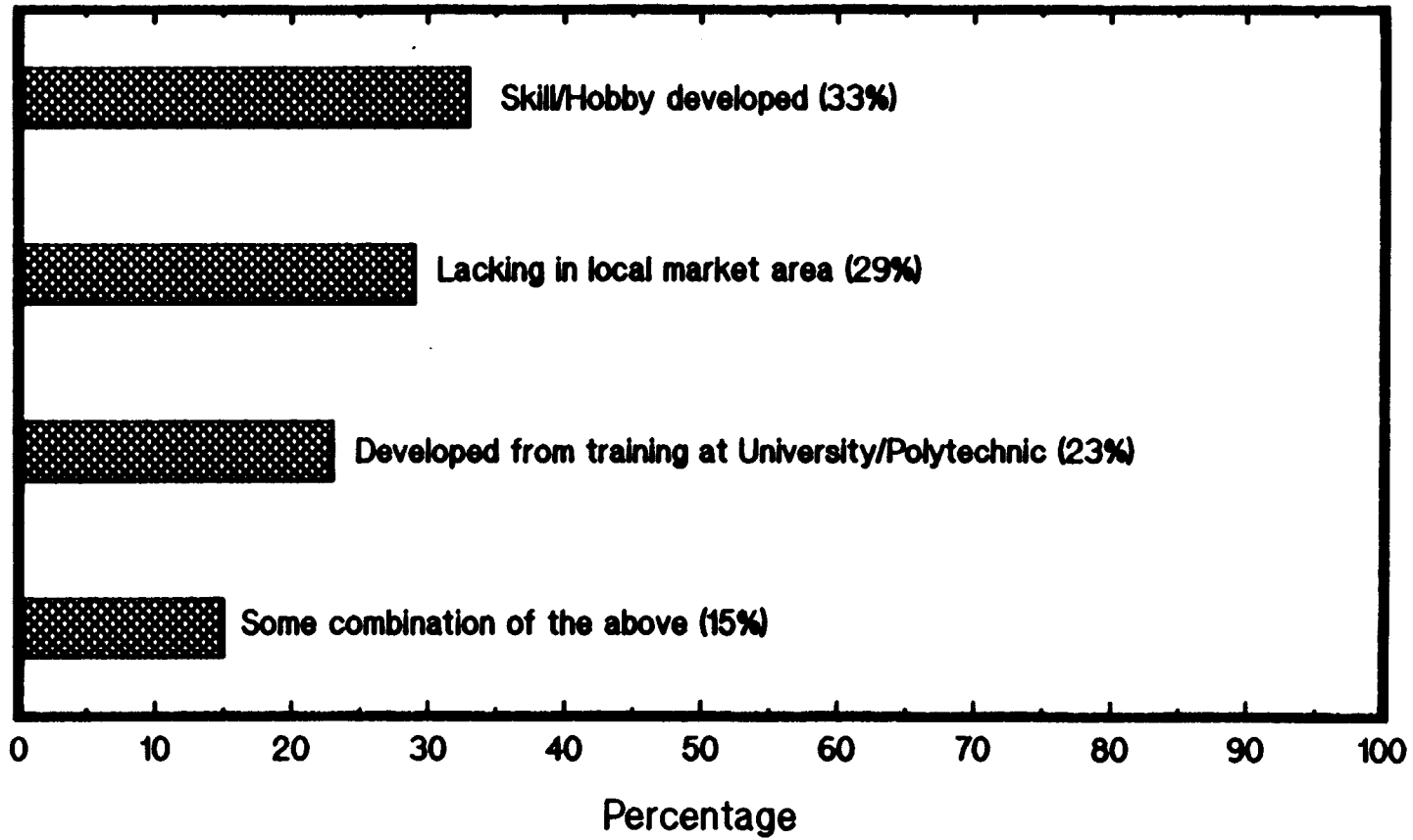
# SET UP OWN BUSINESS REGARDLESS OF GEP



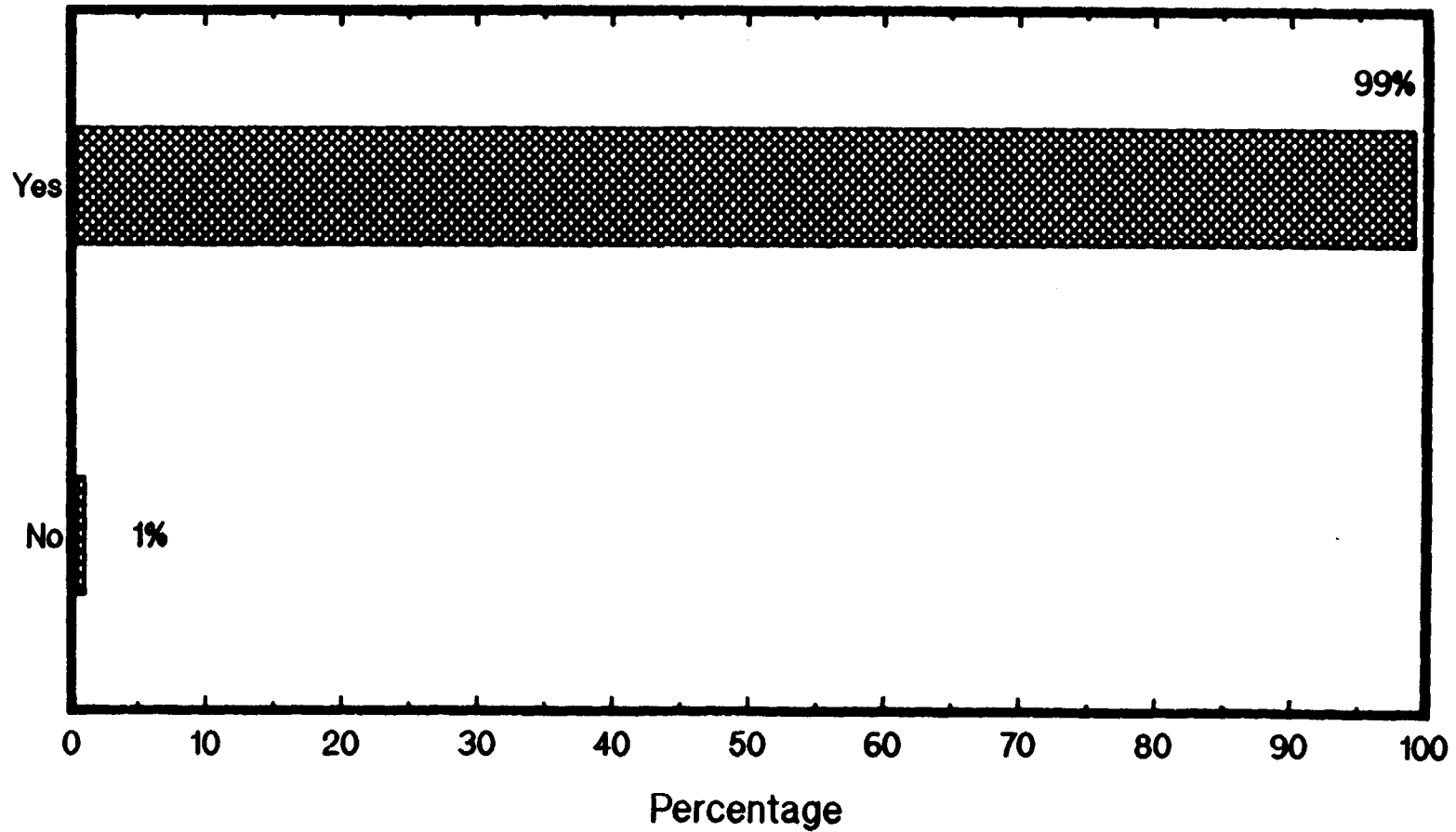
# STAGE AT SETTING UP THEIR OWN BUSINESS



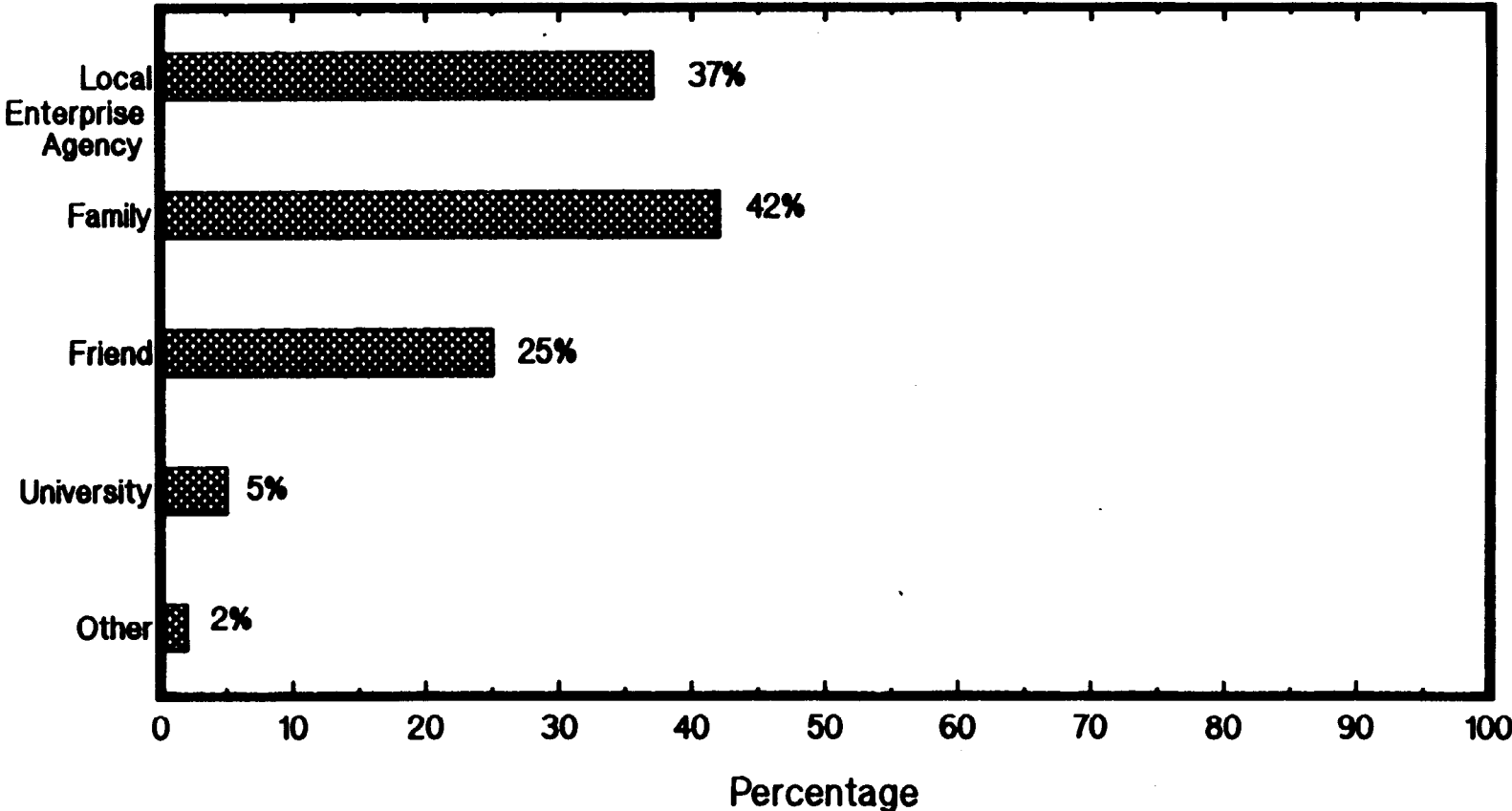
# SOURCE OF BUSINESS IDEA

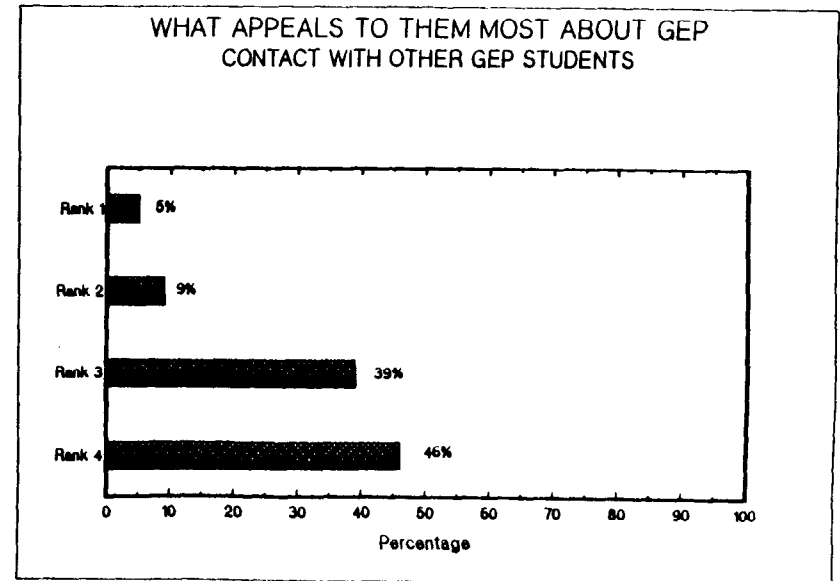
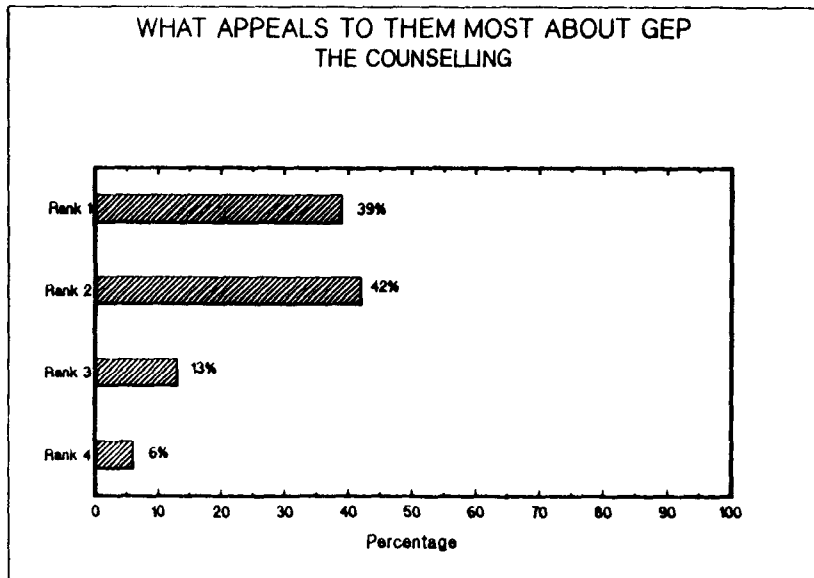
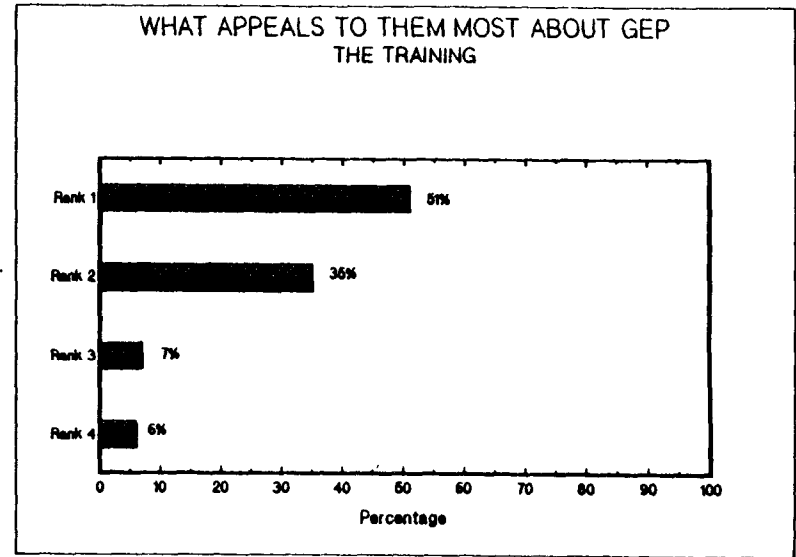
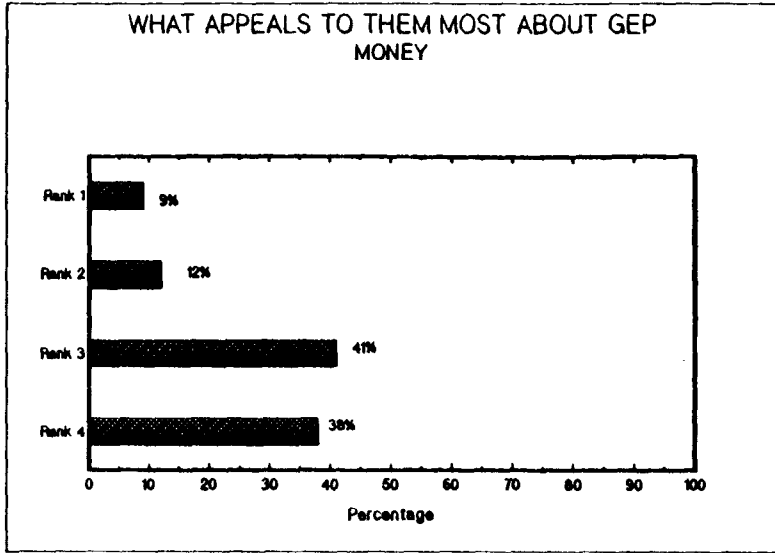


# DOES THE FAMILY SUPPORT THE IDEA OF STARTING OWN BUSINESS

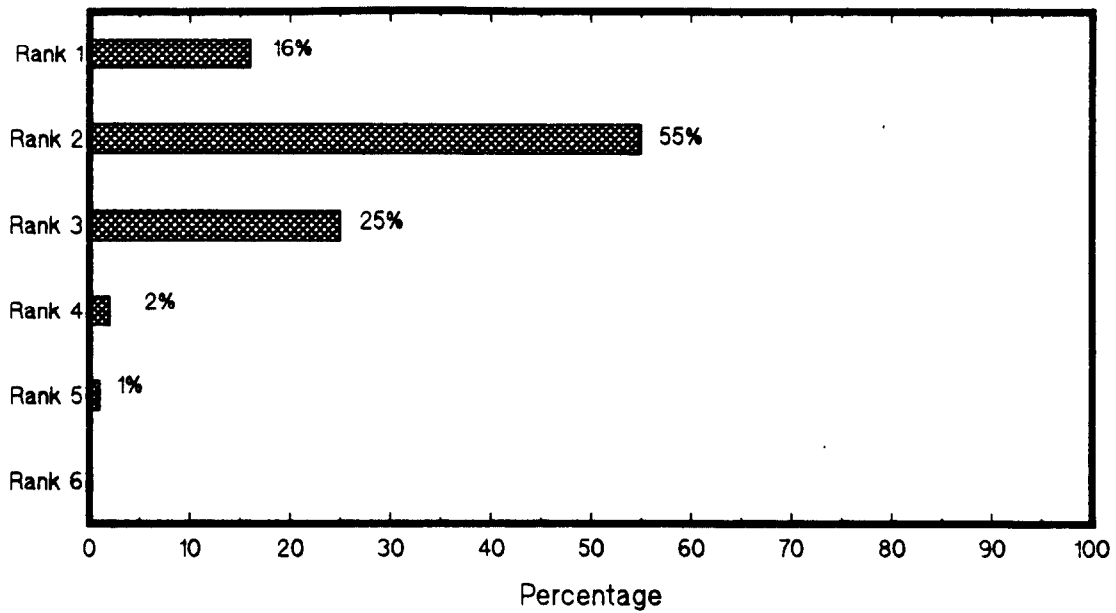


# WERE THEY HELPED BY THE FOLLOWING

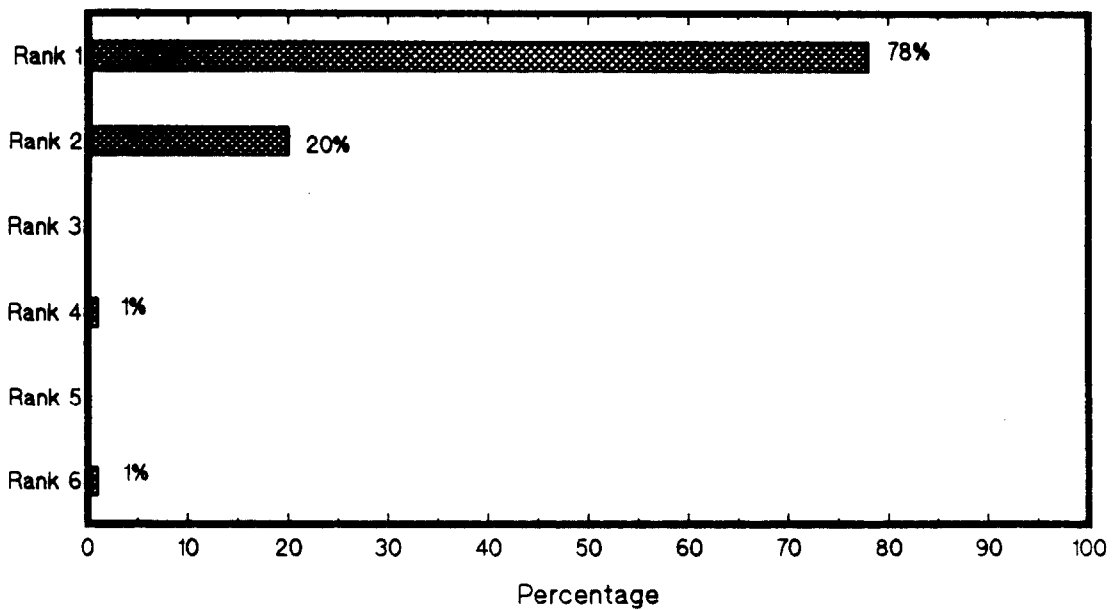




### WHAT MAKES THEM WANT TO START THEIR OWN BUSINESS TO MAKE MONEY

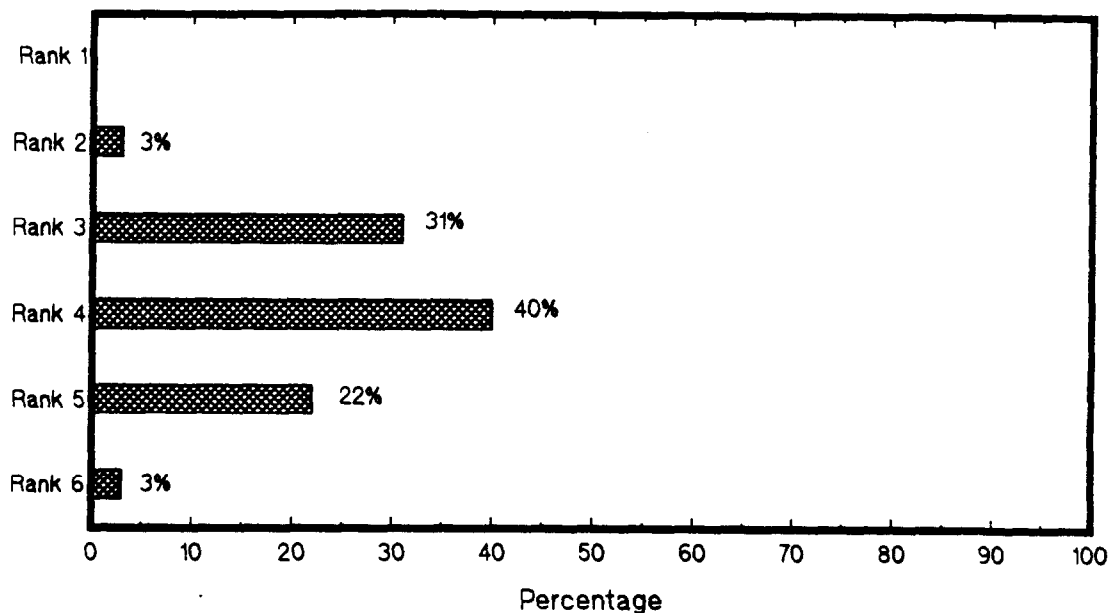


### WHAT MAKES THEM WANT TO START THEIR OWN BUSINESS TO BE INDEPENDENT

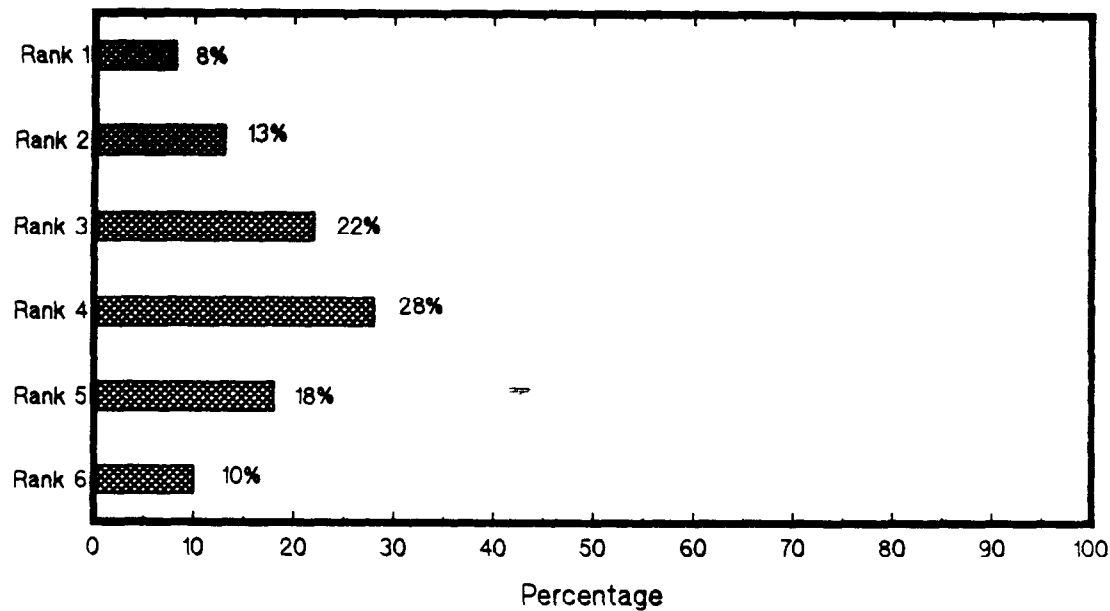




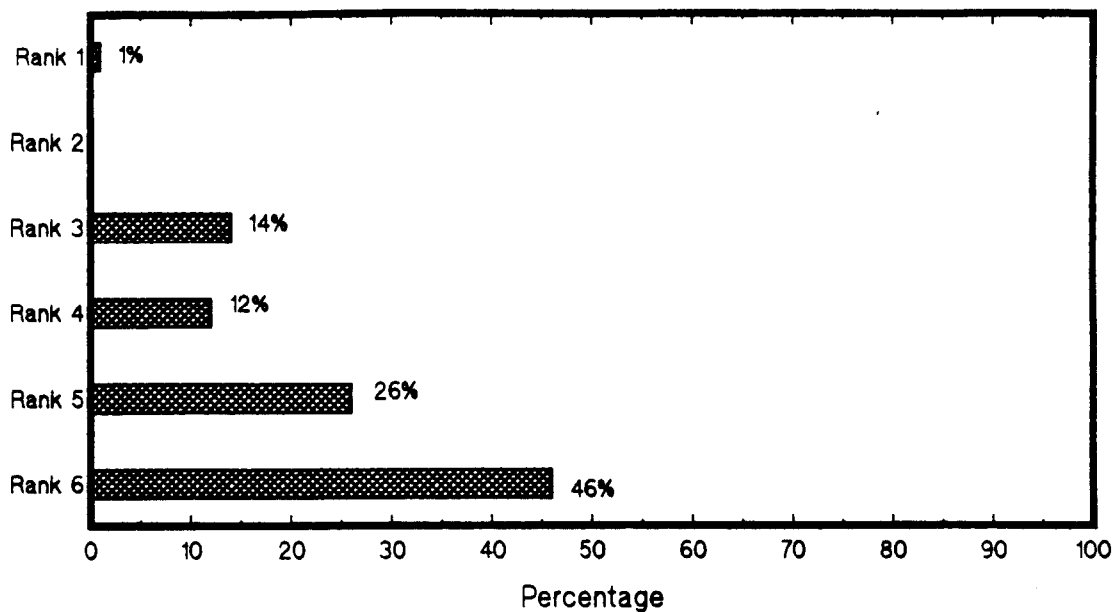
### WHAT MAKES THEM WANT TO START THEIR OWN BUSINESS TO CREATE JOBS FOR OTHERS



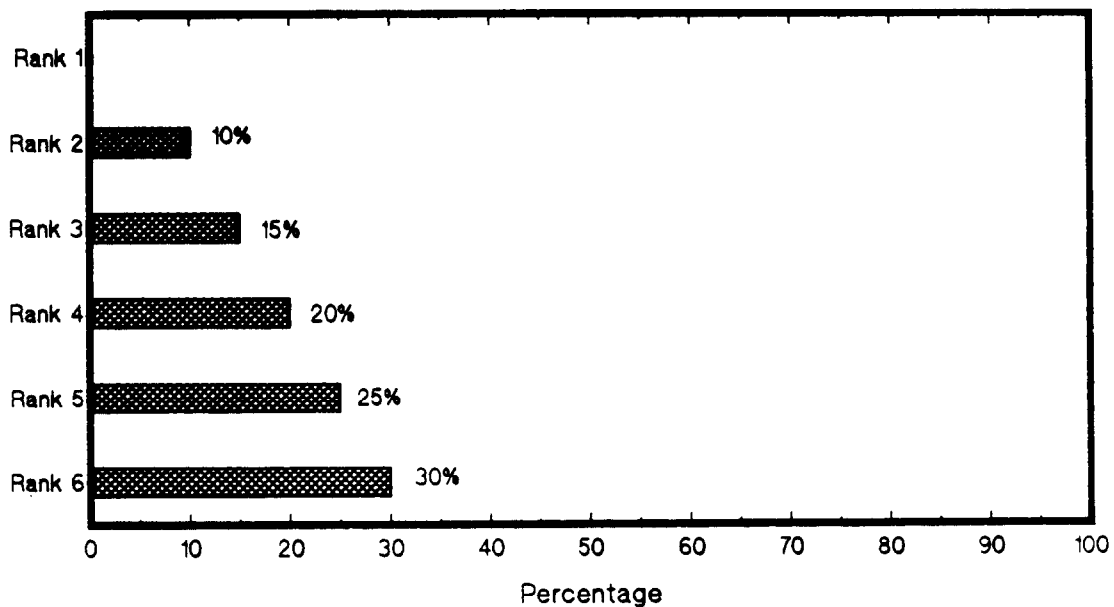
### WHAT MAKES THEM WANT TO START THEIR OWN BUSINESS I CAN'T HELP IT I HAVE TO



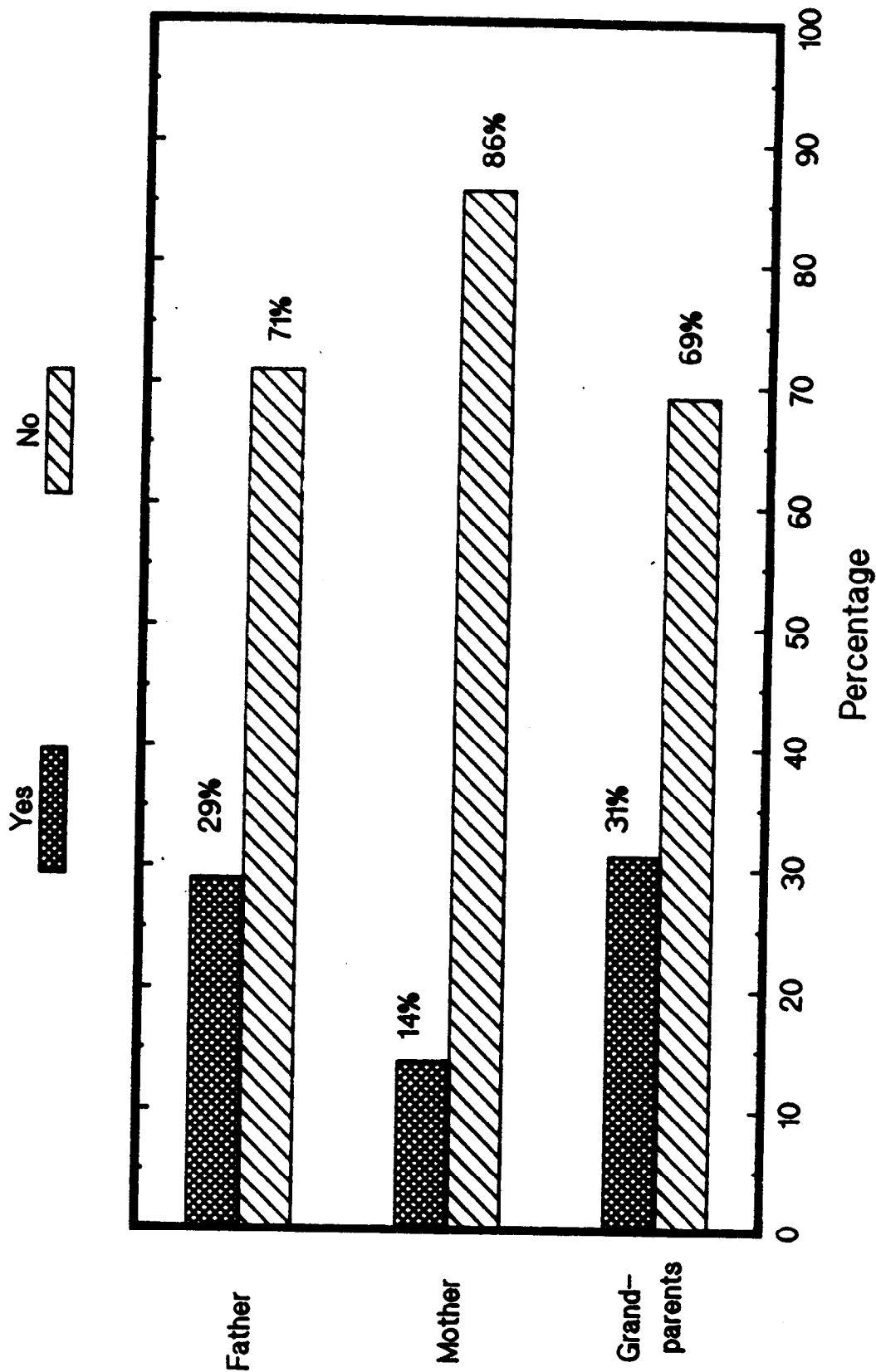
### WHAT MAKES THEM WANT TO START THEIR OWN BUSINESS MY FRIEND HAS DONE IT



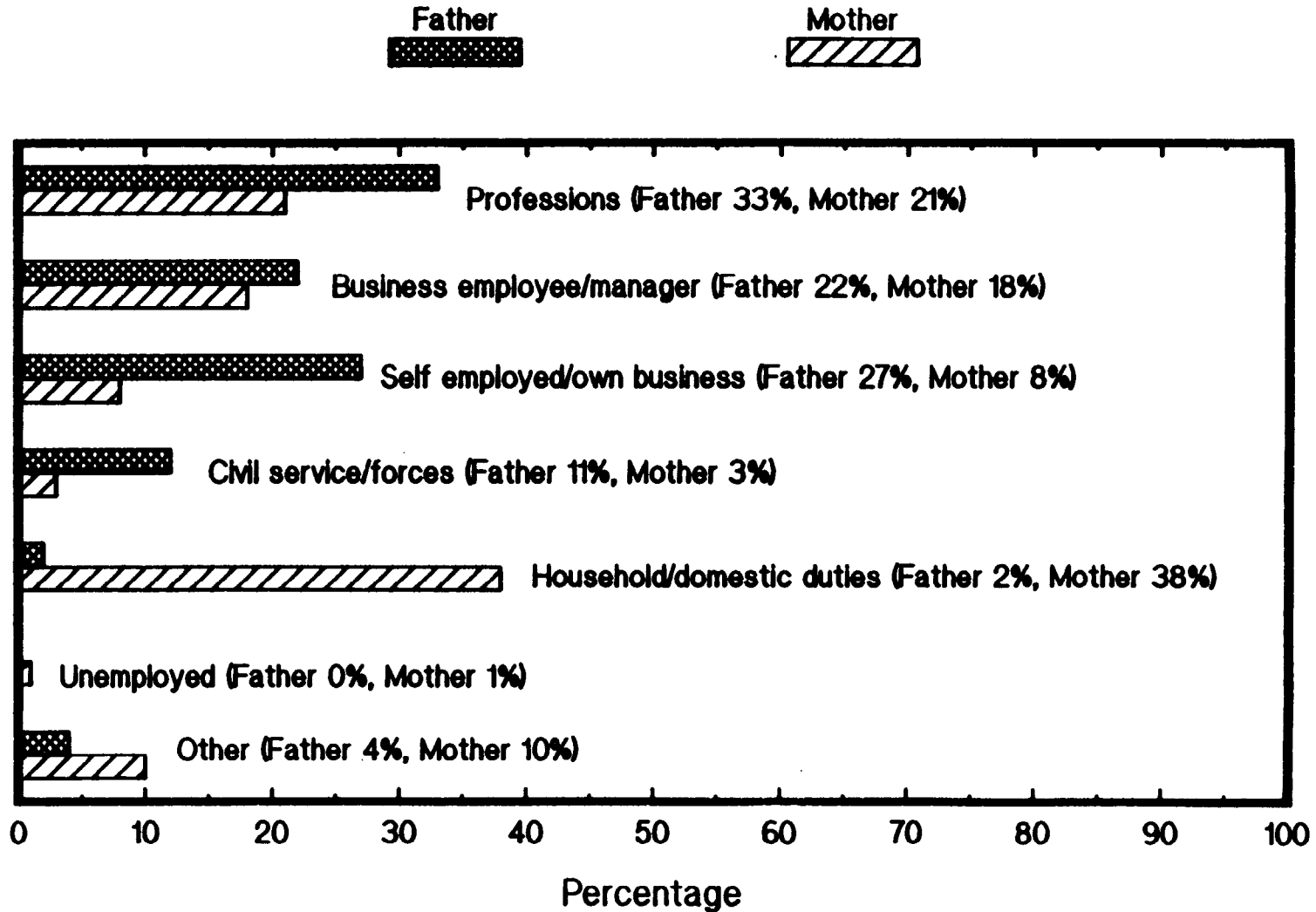
### WHAT MAKES THEM WANT TO START THEIR OWN BUSINESS POOR JOB OUTLOOK



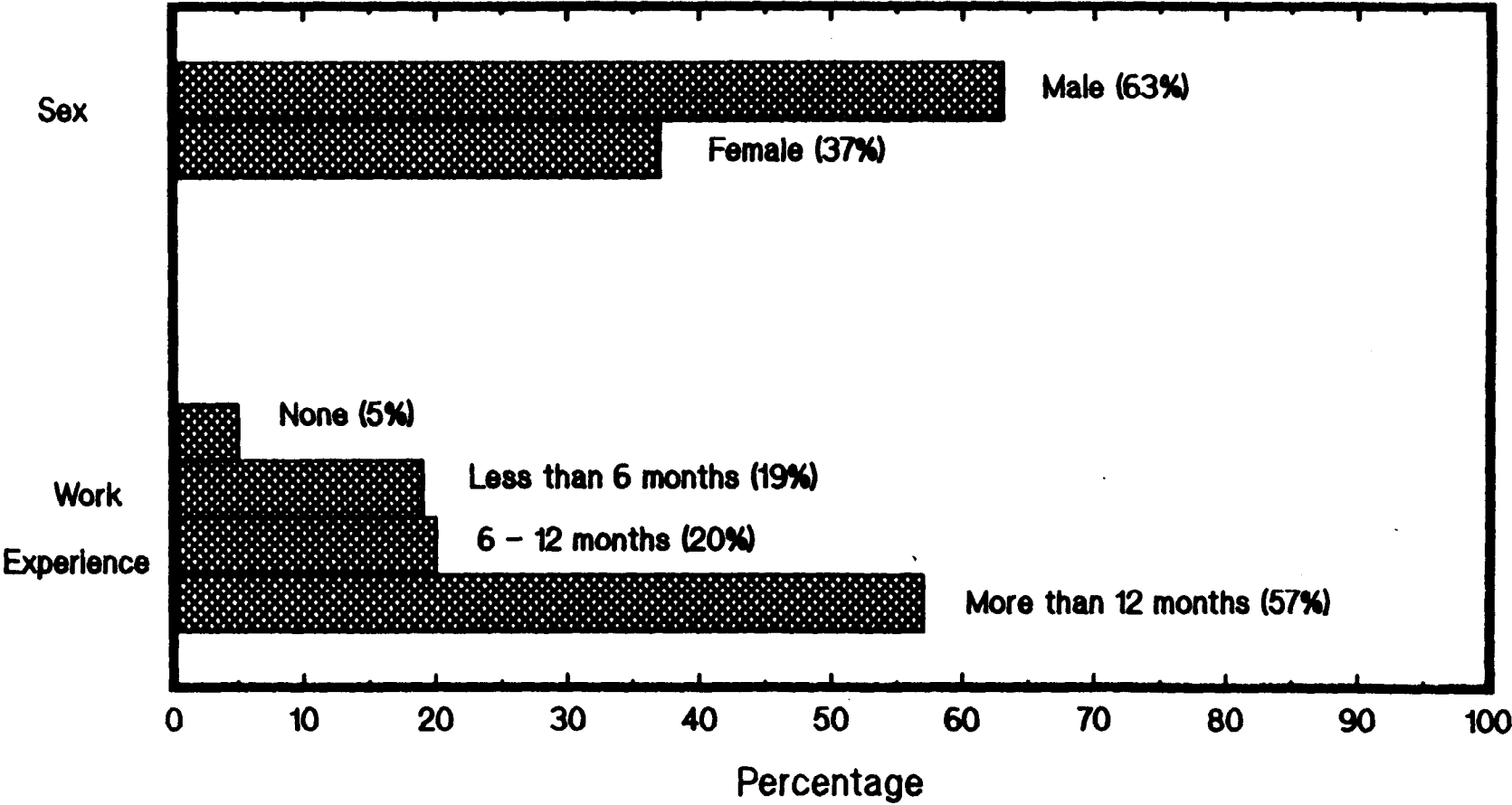
# DO/DID ANY OF THE FOLLOWING RUN THEIR OWN BUSINESS



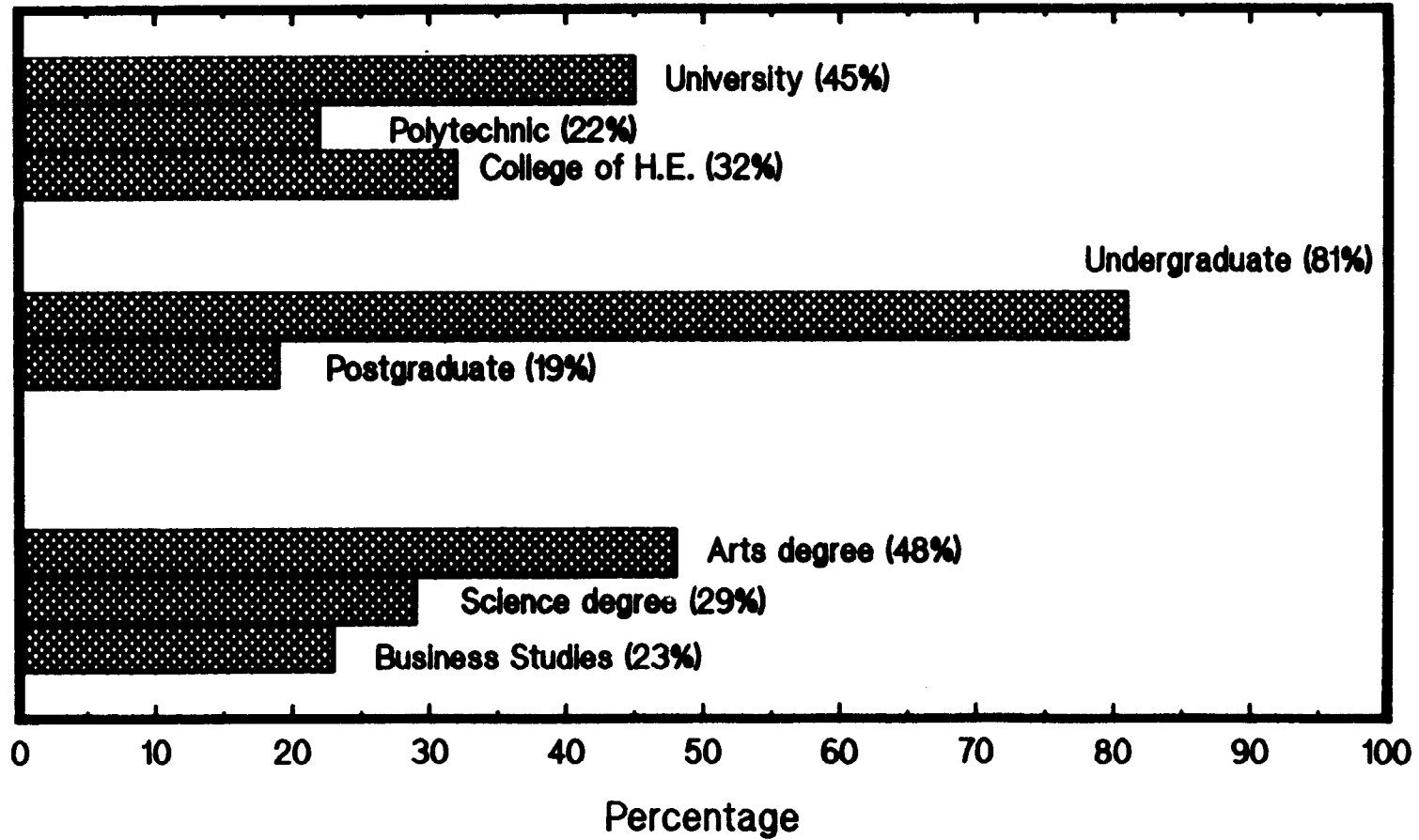
# CLASSIFICATION OF PARENTS MAIN BACKGROUND



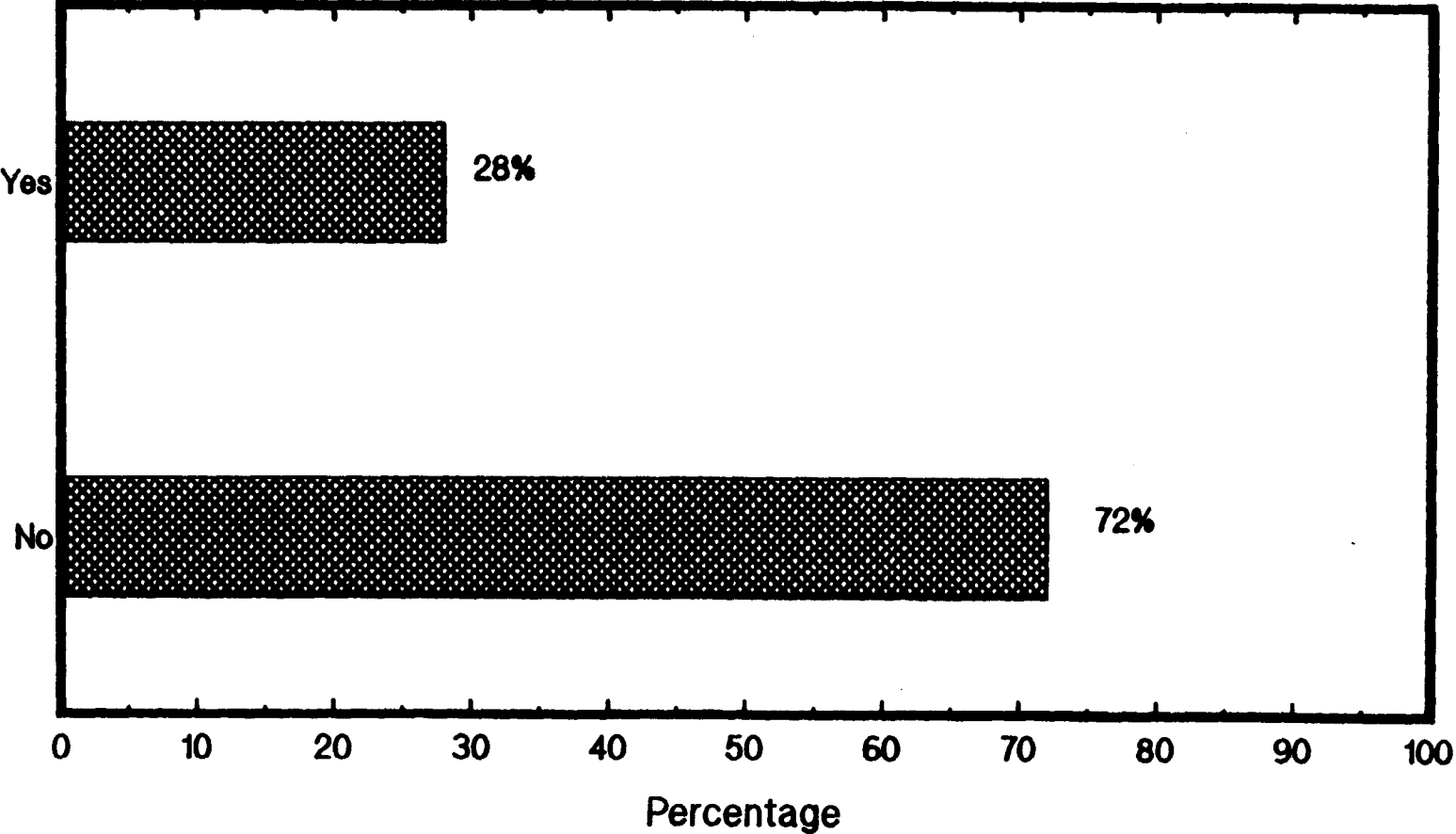
# BACKGROUND



# EDUCATIONAL BACKGROUND

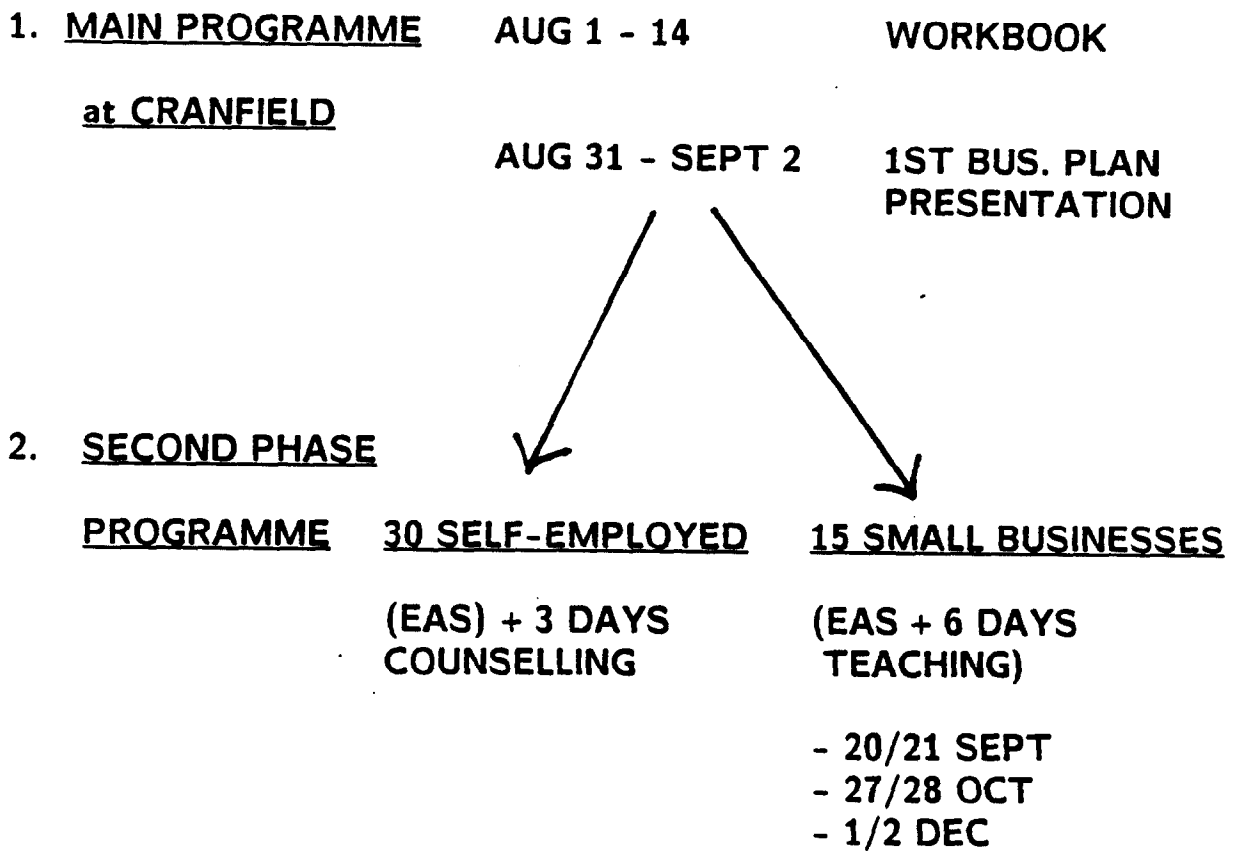


# RECEIVED AN OFFER OF FULL-TIME JOB



GEP 4 Programme 1988 Cranfield (E. Mids)

45 PARTICIPANTS



1/2 DEC. SALES EXHIBITION

AT CRANFIELD