



Ethnic Minority

Business Start-up Commitment Objectives



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Business Startup Commitment Objectives

The commitment by Strategic UK Group is to support ethnic minority to uncover their potential and their ideas for starting up their own business.

Contribution and ambition of Ethnic Minority Businesses (EMB) is often constrained by multiple barriers throughout their entrepreneurial journey in accessing business resources, wider market, and

appropriate support.

Our commitment to ethnic minority is to support their business start-up journey through a focused approach in the objectives set out. Increase the diversity of enterprise and support ambitious ethnic minority businesses to grow. To focus on encouraging long-term partnership that build stronger networks of support for EMBs.

Our Commitment Objectives

1. Support ambitious Ethnic Minority with quality support to meet the specific needs of Ethnic Minority Business. Provide Ethnic Minority the capability to accessible initiatives that provides comprehensive, intensive, and targeted packages of support that lends to successful start-up of ethnic minority business.
2. Build appropriate support to increase Ethnic Minority uptake of recognised business start-up programme. Creating equality business start-up to help Ethnic Minority realise their growth potential.
3. Break barriers of distrust to encourage Ethnic Minority to engage in formal business start-up provided by Strategic UK Group on its platform Strategic HUB. To understand Ethnic Minority specific needs, priority during the business start-up journey.
4. Create an inclusive enterprise policy and framework that signals the importance of support for ethnic minority business.

Strategic UK Group Ltd

Strategic UK Group Ltd is registered in England and Wales. Registered number: 12757761. Registered office: 2nd Floor Hygeia House, 66 College Road, Harrow, Middlesex, England, HA1 1BE. T: 0207 633 9119

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5. Create learning resource accessible to EMBs on specific business start-up topics, and learning areas in marketing, strategy, social media, and accounting.
6. Back to fundamental education in business to enhance knowledge of accounting, marketing, strategy. Fundamental education in business will be available online and 1-2-1 learning in specific knowledge gaps.
7. Improving availability of professional advice e.g., Legal, Accounting, Design, and other services necessary to enable successful business start-up. Our platform Strategic HUB will provide professional partner accessibly to Ethnic Minority enabling better understanding of business start-up stages.

The New Business Start-up Programme is to encourage Ethnic Minority to take steps to start a meaningful conversation about their business start-up ideas at their own pace without taking any risks. Creating a UK-wide mechanism for promoting and supporting Ethnic Minority to provide a long-term leadership on business start-up.

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