



BRITISH EQUESTRIAN TRADE ASSOCIATION

PRESIDENT: MRS JANE HOLDERNESS-RODDAM. CBE. LVO

EAST WING , STOCKELD PARK, WETHERBY, WEST YORKSHIRE. LS22 4AW
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BUSINESS FLEDGLING PACK

Thank you for your enquiry into the business fledgling pack, aimed, as the name implies, to assist new entrants to business in the equestrian industry to find some of the essential information necessary when setting up for the first time.

This pack came out of the wish to assist those intending to enter the industry, but being conscious that membership, and thus full access to all benefits of BETA, could only be offered to established businesses. This pack will, we hope, span the gap and make setting up as an equestrian retailer more straightforward.

If you decide to purchase the pack, you are also entitled for the next year to access advice direct from the BETA office, a service normally only available to BETA members. It is hoped in this way that you will gain a better idea of the benefits of membership and decide to join when you have established your business.

We wish you every success with your business in the future.

Claire Williams
Executive Director & Secretary



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Fledgling Pack Contents

Information:

Equestrian retailing – an essential guide to starting out
Questions and Answers- the most commonly asked questions
BETA membership information pack
Training course dates

Publications with cost given when purchased separately:

National Equestrian Survey 2011, overview survey Research on the UK Equestrian market	Value: £100
Equestrian Trade News - Leading trade magazine for the equestrian trade published monthly	Value: 2 free copies Discount subscription £5

Discount vouchers:

PFA International – Information on merchandising and shop layout	Value: £25
South Essex Insurance Brokers – Award winning insurance broker	Value: £25
Equi- ads Leading publisher of equestrian regional papers	Value: over 50% discount
JM Business Supplies Stationery suppliers	
BETA Training courses -	Value: 10% discount off non-member rates.

Fledgling Pack Price: £100 + VAT