



Cynnwys y Cwrs

Course Content



Llywodraeth Cymru
Welsh Government

Amseru: Cynhelir pob sesiwn rhwng 3yh – 5yh ar wahan i ddyddiadau Abertawe a gynhelir rhwng 2.30yh – 4.30yh. Dylet gyrraedd 15 munud cyn dechrau'r sesiwn plŷs.

Timings: All sessions are held from 3pm – 5pm, with the exception of Swansea dates which are 2.30pm – 4.30pm. Please arrive 15 minutes before the start of the session.

Datblygu Dy Syniad	Developing Your Idea
<ul style="list-style-type: none"> - Y gallu i asesu dy sgiliau personol : - Deall y tasgiau allweddol sydd eu hangen i ddechrau busnes. - Gwybod sut mae gweithredu cynllun busnes syml 	<ul style="list-style-type: none"> - Be able to assess your personal skills - Understand the key tasks needed to start a business - Know how to put a basic business plan in place
Dod o hyd I Gyllid	Finding Finance
<ul style="list-style-type: none"> - Darganfod mwy am ffynonellau cyllid busnes - Deall pa wybodaeth y bydd angen arnat i'w darparu wrth wneud cais am gyllid - Y gallu i lunio rhagolwg llif ariannol a chyfrif elw a cholled 	<ul style="list-style-type: none"> - Find out about sources of business funding - Understand what information you will need to provide when applying for finance - Be able to put together a cash-flow forecast and profit and loss account
Presenoldeb Digidol	Digital Presence
<ul style="list-style-type: none"> - Gwefan. Oes angen un arnat ti? - Deall Systemau Rheoli Cynnwys - Marchnata E-bost. sut i gael yr effaith orau - Cyfryngau Cymdeithasol : beth sy'n briodol - Blog : cyfarwyddiadau ar sut i flogio'n effeithiol - Marchnata Cynnwys : beth yw e? 	<ul style="list-style-type: none"> - Website: do you need one? Understanding of Content Management Systems. - Email Marketing: making it effective - Social Media: what is appropriate use - Blog: how to guide - Content Marketing: what is it?
Ennill a Chadw Cwsmeriaid	Winning & Keeping Customers
<ul style="list-style-type: none"> - Canllawiau cam-wrth-gam ar sut i greu cynllun marchnata - Deall hanfodion gwerthu llwyddiannus - Y gallu i roi diffiniad clir o'ch cwsmer delfrydol ac yna paru eich cynnyrch i'r cwmser 	<ul style="list-style-type: none"> - Step by step process to develop a marketing plan - Understand the basics of successful selling - Be able to clearly define your ideal customer and match your product to them

Archeba ar-lein ar | Book your place online at wales.business-events.org.uk.

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Rhwydweithiau, Cystadleuaeth ac Ymchwil i'r Farchnad <ul style="list-style-type: none"> - Deall pam bod ymchwil i'r farchnad mor bwysig - Adnabod dy farchnad a'th gystadleuwyr - Gwybod ble i ddod o hyd i wybodaeth a pha dechnegau i'w defnyddio 	Networks, Competition & Market Research <ul style="list-style-type: none"> - Understand why market research is so important - Know your market and your competitors - Know where to find information and which techniques to use
Materion Cyfreithiol <ul style="list-style-type: none"> - Dysgu am y gwahanol fathau o gwmnïau: partneriaeth, cyfyngedig, masnachwr unigol, menter gymdeithasol? - Cynllunio neu ddim cynllunio? - Tystysgrifau a chofrestrïadau - Cyfraith cyflogaeth, iechyd a diogelwch ac anghenion yswiriant - Cyfrifon Banc: busnes neu bersonol 	Legalities <ul style="list-style-type: none"> - Learn about the different types of company: partnership, limited, sole trader, social enterprise? - Planning or no planning? - Certificates and registrations - Employment law, health & safety and insurance requirements - Bank Accounts – business or personal
Arloesedd ac Eiddo Deallusol <ul style="list-style-type: none"> - Pwy sy'n berchen ar beth? - Enwau parh, gwefan a brandio - Breintiau a marciau hawlfraint - Ffynonellau cymorth a chyngor 	Innovation & IP <ul style="list-style-type: none"> - Who owns what? - Domain names, website & branding - Patenting & trademarks - Sources of help and advice
Prisio Am Elw <ul style="list-style-type: none"> - Deall y gwahanol gostau o fewn y busnes - Gwybod sut i brisio dy gynnyrch neu wasnaeth - Y gallu i osod proses a fydd yn broffidiol a chystadleuol ar gyfer dy gynnyrch neu wasanaeth 	Pricing For Profit <ul style="list-style-type: none"> - Understand the different types of costs in the business - Know how to cost your product or service - Be able to set profitable and competitive process for your products or services

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