



# A Guide to Business Development



*A blueprint for creative industries*

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# Introduction

*This guide and its companion, **A Guide to Creative Innovation**, have been published to support craft makers and businesses in Northern Ireland in applying to the Creative Industries Innovation Fund. The guides highlight some of the key areas which need to be addressed in order to run a successful and profitable craft business and are intended to spark ideas for projects which the Fund might support.*

*Creative businesses can apply to the Fund for grants towards:*

- ∅ introduction of new creative content, products, services or experiences*
- ∅ creation of new creative businesses*
- ∅ development and growth of existing creative businesses*
- ∅ networking, collaboration and co-operation between creative businesses*
- ∅ development of linkages with national and international best practice networks*
- ∅ developing exceptional creative talents*
- ∅ taking creative talents out of traditional industries*
- ∅ internationalisation*

*We hope you will find the guides useful when looking at your business and exploring ideas for which you may need financial support.*

*Joe Kelly  
Director, Craft NI*

Creative Industries  
Innovation Fund



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