Record Nr. UNINA9910785025903321 Autore Miller John Titolo Practical business skills for driving instructors [[electronic resource]]: how to set up and run your own driving school / / John Miller London, : Kogan Page, 2010 Pubbl/distr/stampa **ISBN** 1-282-69735-8 9786612697357 0-7494-5841-0 Descrizione fisica 1 online resource (248 p.) Disciplina 629.283068 658.409 Soggetti Automobile driver education Small business Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Nota di contenuto Table of contents; Introduction; 1 Becoming an Approved Driving Instructor (ADI); 2 The Approved Driving Instructor qualifications; 3 Working for yourself; 4 Starting up a new business; 5 Business administration; 6 Marketing and promoting your business; 7 Driving licences and driving tests; 8 L driver training - frequently asked questions: 9 Business opportunities: 10 Continuing Professional Development; Appendix 1 Useful addresses; Appendix 2 Further reading; Appendix 3 Information links; Index Sommario/riassunto Practical Business Skills for Driving Instructors provides solid, practical advice to help you set up your own driving instructor's business. Topics include preparing a business plan, financing the business, choosing

and maintaining a car, book-keeping, sales and marketing.