
PRESS RELEASE

TCii Managing Director Terry Irwin to broadcast top tips to West London's young entrepreneurs

TCii Managing Director Terry Irwin will be broadcasting business advice to West London's budding young entrepreneurs on community radio station Westside 89.6FM on 25 April.

London, 22 April – At 10am on Friday 25 April Terry Irwin, CEO of TCii Strategic and Management Consultants, will be sharing his business and management acumen with West London's budding young entrepreneurs. Terry has been invited to appear on Westside 89.6FM's weekly Business Show, which airs from 10am to 11am on Fridays.

In conversation with Business Show presenter Pooja Dhiman, Terry will highlight some of the reasons why businesses fail, and will suggest what entrepreneurs – particularly those involved in start-ups and early-stage SMEs – can do to avoid such problems.

"Many young entrepreneurs have what it takes to launch a successful business," says Terry. "They are motivated, dedicated and inspired. They have enormous energy, and they are innovative. But they often lack the practical knowledge that comes from being involved in real-world situations.

"This is where experienced business advisers such as TCii can help. We want to use our expertise to help the next generation of entrepreneurs to succeed – which can only benefit the economy as a whole."

Common mistakes to avoid

Issues for discussion will include the top two financial management mistakes:

- (1) forgetting that cash is king – poor cash flow management being the quickest way to kill a business
- (2) having the wrong debt/equity mix – the deadliest mistake over the long haul, often resulting from lack of understanding of the business's long-term capital needs.

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Other problems that Terry aims to cover include:

- failure to make a sound financial plan
- absence of timely and accurate business records
- inability to read and understand financial statements
- lack of knowledge regarding costs
- failure to renegotiate bank relationships at the right time
- not understanding the real drivers of the business
- inability to see the big picture.

Helping young people to control their own lives

Westside 89.6FM defines its focus as “bringing diverse communities together and in particular giving young people a platform to express themselves and take control of their own lives”. And it describes West London as “an area brimming with raw talent, entrepreneurship and hard working people” that, nevertheless, is “failing to respond to modern day pressures of a changing community”.

Terry hopes that some of that raw talent will pick up a few useful insights from his broadcast. If you would like to listen in, just tune in to 89.6FM on Friday 25 April at 10am.

Background information

TCii Strategic and Management Consultants provides strategic advice and practical support to privately owned companies, and results-driven strategic advice to larger businesses. It has a worldwide client base drawn from numerous industry sectors.

Westside 89.6FM is London's first and only multicultural and youth focused community station. Its audience profile consists mainly of young people aged 15 to 30, from a variety of ethnic backgrounds, living and/or working in the West London boroughs of Brent, Ealing, Hammersmith, Fulham, Harrow, Hillingdon and Hounslow.

For more details about the station and its Business Show, please go to www.westsideradio.co.uk

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