



Business studies

Learning

Holiday Maker series

<p>01. Maximum Action Minimum Cost Duration: 24 Minutes</p>	<p>Travel expert Russell Amerasekera guides Clare, as she attempts to book an action holiday for a group of students who don't have much to spend.</p> <p>Holiday Maker is a series in which leisure and tourism students are cast in the role of emergency travel agents.</p> <p>Each student has just two days and a limited budget to book the "perfect short break" for a diverse range of customers, taking into account their individual needs. We see how these needs can be met, and how the customers are affected when they are not. The students' efforts are monitored closely by an expert 'Travel God' who offers advice and judges the results.</p>
<p>02. Vacances en Angleterre Duration: 24 Minutes</p>	<p>Debbie-Anne has to tackle the language barrier as she books a weekend break for a French family intent on enjoying a traditional British seaside holiday.</p> <p>Holiday Maker is a series in which leisure and tourism students are cast in the role of emergency travel agents.</p> <p>Each student has just two days and a limited budget to book the "perfect short break" for a diverse range of customers, taking into account their individual needs. We see how these needs can be met, and how the customers are affected when they are not. The students' efforts are monitored closely by an expert 'Travel God' who offers advice and judges the results.</p>
<p>03. A Girl Thing Duration: 24 Minutes</p>	<p>Carl has to keep a highly demanding group of hens happy as they insist on a weekend break to remember before bride-to-be Sam ties the knot.</p> <p>Holiday Maker is a series in which leisure and tourism students are cast in the role of emergency travel agents.</p> <p>Each student has just two days and a limited budget to book the "perfect short break" for a diverse range of customers, taking into account their individual needs. We see how these needs can be met, and how the customers are affected when they are not. The students' efforts are monitored closely by an expert 'Travel God' who offers advice and judges the results.</p>

Business studies

<p>04. Scene of the Crime Duration: 24 Minutes</p>	<p>Arun is asked to meet the challenge set by travellers Matthew and Simon. Their brief is "surprise us" and Arun responds in a murderous way!</p> <p>Holiday Maker is a series in which leisure and tourism students are cast in the role of emergency travel agents.</p> <p>Each student has just two days and a limited budget to book the "perfect short break" for a diverse range of customers, taking into account their individual needs. We see how these needs can be met, and how the customers are affected when they are not. The students' efforts are monitored closely by an expert 'Travel God' who offers advice and judges the results.</p>
<p>05. Access all Areas Duration: 24 Minutes</p>	<p>Shailini has to plan meticulously as she books a weekend break for a pair of disabled friends, quickly discovering that Edinburgh is not an access-all-areas city.</p> <p>Holiday Maker is a series in which leisure and tourism students are cast in the role of emergency travel agents.</p> <p>Each student has just two days and a limited budget to book the "perfect short break" for a diverse range of customers, taking into account their individual needs. We see how these needs can be met, and how the customers are affected when they are not. The students' efforts are monitored closely by an expert 'Travel God' who offers advice and judges the results.</p>
<p>06. Big City Break Duration: 23 Minutes</p>	<p>Emma has her work cut out organising a busy weekend break in London for an Asian family who have never been to the capital before.</p> <p>Holiday Maker is a series in which leisure and tourism students are cast in the role of emergency travel agents.</p> <p>Each student has just two days and a limited budget to book the "perfect short break" for a diverse range of customers, taking into account their individual needs. We see how these needs can be met, and how the customers are affected when they are not. The students' efforts are monitored closely by an expert 'Travel God' who offers advice and judges the results.</p>
<p>The Big Squeeze series</p>	
<p>Marmite: Part 1 Duration: 24 Minutes</p>	<p>In the summer of 2005 one of Britain's most iconic brands was overhauled. This is the inside story of how Marmite developed its first new product for over a century, modernising the factory and bringing production into the 21st century. For two men in particular it's the biggest challenge of their working lives – a challenge neither can afford to fail.</p>
<p>Marmite: Part 2 Duration: 24 Minutes</p>	<p>When Marmite decided to develop a new squeeze bottle, the team in charge of the project had no idea how tricky it would be. From prototype to final design, this is the story of how they cracked the problems and created a brand new product they hope will revitalise the business.</p>

Business studies

Marmite: Part 3
Duration: 24 Minutes

Marmite now comes in a new squeezable bottle but will loyal fans stay with it? This film reveals the trials and tribulations of creating the advertising campaign that will launch the product to the British public. With access to creative brainstorming and the mysterious world of consumer testing, this story follows the evolution of a new campaign from first draft to final script.

The Business series

01.
Business or Pleasure
Duration: 19 Minutes

The Business profiles two dynamic businesses - an established chain of sushi restaurants and a small independent record label - across six precarious months of operation. The series demonstrates the distinct processes that they undertake to meet the needs of their customers and stay afloat.

The series shows the gritty reality of the enterprise environment today as it lays bare training and recruitment, marketing, press, and publicity strategies - alongside the companies' desire to achieve economies of scale and profitability. Although the two companies' size and business operations are different, they share one objective - to survive.

In this episode we look at an independent record label in Oxford called Truck Records, originally started by some music-mad school friends.

The program follows Paul, one of the owners of the company, as he attempts to get agreements with European distributors at a major music convention in France without having a ticket. Four months after his return to England we sit in on a meeting between Paul and his UK distributor during which he is commended for his proactive approach.

The program also looks at 'Nightshift', a local free music paper in Oxford run by a former music journalist, Rowan Monroe.

The company not only produces records, but also manages a regular local band night to promote its bands called Trailerpark. The owner of the bar where Trailerpark takes place discusses how his business has improved.

Other issues raised in brief during the program include selective pricing for different markets and the importance of design.

02.
YO! Fulham
Duration: 20 Minutes

YO! Sushi is a successful business that has established a formula for success. This program aims to reveal some of the reasons behind the success of the company and illustrate its inner workings.

The opening of the new store is a perfect opportunity to see how professionals work to a deadline – synchronising staff training and building work.

Pupils should be able to pick out a number of the skills vital to any business. The managers display vision, commitment, resourcefulness and organisation skills. Pupils may also note some things that are specific to larger businesses – the ability to move staff in from other outlets, for instance.

Business studies

<p>03. Staying in the Black Duration: 20 Minutes</p>	<p>In this program we discover that even businesses that are involved in exciting industries need to stay focused on their accounts. Financial controller, David 'PC' Rae, has discovered that one of their bands has overspent dramatically on the mixing of their new album. This has serious repercussions for the business – it means that the CD about to be launched is likely to cost them more than they can make back from it.</p> <p>There are other areas of the business that would benefit from stricter financial control. Although they notice that other businesses pester them for the payment of invoices, they are reluctant to aggressively pursue money that they are promised. A trip to their London distributor, Cargo, confirms that they need to be more proactive when seeking payment and advances.</p> <p>We look at how the latest release by Black Nielson is marketed, from selling it to major music stores to getting articles written about it in the press.</p>
<p>04. Fish to Go Duration: 24 Minutes</p>	<p>In this episode we follow YO! Sushi as it tries to recoup some of the market share that it has lost in the take-away sector. Cheaper, good quality competition from other companies means that the monopoly that YO! Sushi once had on takeaway sushi has disappeared. The company is losing 17.5% of its market share each year!</p> <p>YO! Sushi bosses are concerned that they must increase their take-away business in order to attract investors. They have come up with a scheme that they hope will improve this side of their business. They are going to re-design their take-away menu to offer better value and have hired a PR agency to design mail-shots that will appeal to offices that often send out for take-away lunches during meetings.</p> <p>We follow the PR company through various stages of the designs, and explore distribution issues that arise when the finished product needs to be sent to local businesses.</p>
<p>05. Contracts and Commitments Duration: 24 Minutes</p>	<p>In this episode we follow Truck Records staff as they attempt to tighten up their finances and make their artistes sign contracts. Presently, the business is haemorrhaging money that it doesn't have. Office manager Chloe has resigned from her position, despite being a shareholder in the businesses, because she feels that the company does not have adequate control over its accounts.</p> <p>In order to guarantee that the company can keep hold of its assets – the bands and singers that it has invested in – Truck decides to institute contracts. The lack of contracts mean that bands such as Black Neilson, in whom the label has invested heavily, can just walk away from Truck at any moment.</p> <p>Truck's accounting practices are shown to be of a low standard, and even the bands and singers that Truck has invested heavily in refuse to sign the contracts. By hiring a freelance music industry consultant Truck does manage to work towards a better deal with their distributors, however.</p>

Business studies

<p>06. People and Profits Duration: 24 Minutes</p>	<p>In this episode we follow YO! Sushi staff as they try to improve the efficiency and profit levels at their new Fulham branch. The outlet has a fast turnover of staff, as do many other fast-food businesses. The low wage that the company pays means that it is hard to get people to commit fully to their roles.</p> <p>By paying staff low wages, YO! Sushi maximises the profit that the company makes out of them. Unfortunately, after a month of being open the Fulham outlet is falling short of its target profit. The company's head of operations visits the outlet to see what can be improved.</p> <p>With staff levels cut down as low as they can go, good prices on raw materials and a new air conditioning system designed to combat the humidity, the outlet can be confident of meeting its 15% profit threshold.</p>
<p>The Day I got the Sack series</p>	
<p>01. Nilam - Recruitment Consultant Duration: 24 Minutes</p>	<p>The Day I Got the Sack follows the stories of five young people who have seen their dream job slip through their fingers. Or so they think. Presenter Shaa Wasmund helps each of the five get back on track through mentoring, personal challenges and work experience.</p> <p>Nilam 23 year-old Nilam from Leeds was "let go" from her sales job because of poor performance and now thinks she would like to work in PR. She spends a day on a building site to re-build her confidence, has an inspirational chat with former MP Oona King and gets to help on the setting up of a major London event. As a result of her work experience, she's offered a full-time PR job.</p>
<p>02. Kieron - Professional Footballer Duration: 24 Minutes</p>	<p>Kieron Kieron thought his dreams of becoming a soccer player were over when he was dropped from Port Vale youth academy aged 18. With Shaa's help his football talent is professionally assessed, he makes contacts among other clubs and tests out his other work skills in the offices of the Mobo awards. He decides he's going to try and make it in football, but as a result of his work experience knows he has a back-up plan if needed.</p>
<p>03. Payal - Investment Bank Duration: 24 Minutes</p>	<p>Payal High-flying graduate Payal from Surrey was sacked from an investment bank, but is still determined to pursue a career in finance. To really test her interest and financial skills, she is set the task of raising funding for a charity. Shaa also arranges for her to talk to city high-flyer Susan Payne, which throws up ideas for new areas of finance she could get into. Payal remains set on a banking career and is more confident about being successful.</p>

Business studies

<p>04. Owen - Car Mechanic Duration: 24 Minutes</p>	<p>Owen 20 year-old Birmingham-born Owen was left stranded when Rover closed down, taking his apprenticeship with it. Shaa sets him up with work experience at a car manufacturer, but he blows it by not turning up. After a stern talking to, he has better luck at a different placement, and after a positive talk with ex-Formula One driver Mark Blundell decides he might like to go into business for himself customising cars.</p>
<p>05. Gemma - Singer Duration: 24 Minutes</p>	<p>Gemma 21 year-old Gemma suffered the humiliation of being thrown out of X Factor after reaching the final seven. To boost her confidence Shaa sets her the challenge of playing in public at Liverpool airport. A further boost comes when a professional assessor says she has the potential to be a great singer. She gets involved in the sharp end of the music industry helping to promote a rock and roll band and gets inside knowledge on what it takes to make it from Carrie Grant.</p>
The Hustlers series	
<p>01. Suits You Sir Duration: 24 Minutes</p>	<p>Fashion guru Tim Shaw is a tough cookie. He pays his shop manager just £30 a day, whilst he fancies buying a Porsche Boxster with the cash that his designer clothes shops are coining in. But Tim, who's 24, resists the temptation of pricey German engineering and ploughs the dosh into opening a second shop.</p> <p>His first store in Leeds, the fashion capital of the north, is doing well. But opening a second is a major gamble. He's picked Manchester, his home town, and he's lumbered with a long and expensive lease – so the clothes will need to start flying off the rails fast. Expanding his empire also means that Tim's got to lighten up on his control freak tendencies and let his managers do the selling. Can he pull it off and get a step closer to his dream of retiring at 50 and slipping behind the wheel of that Boxster?</p>
<p>02. Suffering for Her Art Duration: 21 Minutes</p>	<p>Irene Rukerebuka has got to pull off a few cute moves if she's going to get what she wants. First, she's got to persuade a whole lot of people to work for her – for free. Then she's got to be talked about by the right cool people in the right cool places in Manchester's bohemian Northern Quarter. And lastly she's got to launch a new product in one of the most viciously competitive marketplaces of all.</p> <p>Irene has chosen to launch an arts, media and fashion magazine called Rant – and she's trying to do it all from tiny poky offices on a small grant. It means sacrifices – 24-year-old Irene can live for over a week on a box of cereal and a giant bag of popcorn – and it takes a will to win bordering on the obsessive. Things get even tougher when most of Irene's staff leave and she's faced with bringing out the next issue of the mag all on her own. Can she persuade the advertisers to part with their cash, the shops to stock the magazine and the writers to produce the copy, all in time for the looming deadline?</p>

Business studies

03.
On the Rocks
Duration: 24 Minutes

Joel Bravette fancies himself as Mr Popular. He likes nothing better than being the centre of attention on big nights out with his mates. When he got fed up with his accountancy degree at Leeds University, Joel decided to turn his party lifestyle into a career option. He opened a sleek designer bar in the party city of Leeds and sat back to wait for the coolest party people in the North to flood through the doors.

Just one problem, well two actually. The punters didn't show up and Joel's partner abruptly left the business, leaving him on his own with debts of £60,000. Joel soon found out that sweeping the pavement outside the bar and stocking up at the cash and carry was a long way from the fun-filled lifestyle he had imagined the bar would bring.

When a hard-headed bar expert tells 23-year-old Joel that his business is on the rocks and heading for bankruptcy, he has a life-changing decision to make. Should he sell up or tough it out?

04.
The Gridders
Duration: 24 Minutes

Neil Tipping and Jon White think they've spotted a gap in the market that all the fast food big boys have missed. They noticed that in France crêpes are for life, not just for Shrove Tuesday. With every street corner in the country boasting a crêperie knocking out pancakes to a hungry, and notoriously fussy, French nation they decided the concept could be imported to Britain.

We're not just talking lemon and sugar here. The boys spent a year researching every possible variety of crêpe filling and looking for just the right spot to open their first shop. They had to get it right because Neil and Jon, both 24, have massive ambitions. They want this first shop to be the template for a nationwide chain of crêperies that's going to make them a multi-million pound fortune.

But all fast food entrepreneurs start small, so Neil and Jon are masterminding every tiny detail of their launch in the country's biggest student area, Headingley in Leeds. But when you have to put together a menu, learn to cook from scratch and deal with suppliers abroad it's not as easy as it sounds. Can Neil and John get their launch right first time?

Business studies

05.
The Producers
Duration: 24 Minutes

Adam Kent and Ollie Royds have stars in their eyes – but no cash in the bank. They want to be big-hitting theatre impresarios, staging the kind of glitzy commercial West End shows that separate American and Japanese tourists from their money in double quick time. They know exactly where they want to be. They just need to decide how to get there fast.

First step was to stage a swing tribute show in Newcastle while still at university. It put 2,000 bums on seats and gave their production company its first hit – and its name. Now Bums on Seats, owned by Adam and Ollie, is staging a show in the most ferociously competitive arts festival in the world. Nearly 2,000 shows clamour for the attention of critics and audiences at the Edinburgh Festival.

Adam and Ollie, both 23, are staging their show on a bank loan and with a cast of out-of-work actors working for hardly anything. They have to write, rehearse, cast, finance and promote the show in just eight short weeks. Then they've got to persuade the punters to pay to put their bums on Adam and Ollie's seats. Ambition and talent are just the beginning – welcome to the unforgiving world of commercial theatre. Can Adam and Ollie pull it off?

The Market series

01.
Duration: 24 Minutes

Paul Smith and Gerry Buxton design and sell T-shirts. Paul's are political – a Mile End lad's take on a middle class angst – while Gerry is fulfilling a lifelong ambition to run a fashion label. Both run stalls at Camden Market in north London. This is Europe's biggest street market and a magnet for budding young entrepreneurs from all over Britain.

But as a steamy London summer unfolds, both lads feel the pinch. Gerry's designer shirts are getting lost among the cheap foreign imports, while Paul's printing costs are eating into his profits.

The film follows Paul and Gerry as they launch major business rethink – culminating in a joint stall at the Guildford rock festival which will make or break them.

02.
Duration: 24 Minutes

Camden Market includes the whole spectrum of business life.

Clare is the pearl queen of Camden. Her jewellery stall is a magnet for middle-aged woman in search of a bargain. Some days she takes over £1,000. At the other extreme, young fashion designer, Ria Roberts, just across the yard, is cock-a-hoop if she sells a couple of tops. Her life in the market is a constant struggle; too little stock, but not enough cash to produce more.

As the summer unfolds, Ria begins to contemplate a life beyond Camden, supplying trendy boutiques, and establishing herself as a high street fashion name.

Business studies

<p>03. Duration: 24 Minutes</p>	<p>Camden Market's entrepreneurial hopefuls include Pete and Suzie, a pair of masseurs. But they're late. All that's left by the time they arrive is a £45 stall next to the toilets. They size up the competition, fix their rates and tempt stressed out shoppers with five minute free massages.</p> <p>Meanwhile fabric designer Ria Roberts faces some hard decisions. Squeezed out by cheap, foreign competition, her fashion label isn't selling at Camden. Printing fabric at home then sending it to Derbyshire to be manufactured is working out too expensive.</p> <p>The program follows both business ventures as they face up to having to plan their exit from the north London market.</p>
<p>04. Duration: 24 Minutes</p>	<p>Camden Market, where 50,000 shoppers converge each weekend, includes a huge range of food stalls. One of the most popular is Crystal's World Café. Crystal has run a walk-in restaurant at the market for over a year. She grew up hawking snacks on the streets of Nigeria, and came to England in the 1980s. After training as a lawyer, she but then set up a business cooking and selling African food. Her goat curry is famous all over north London.</p> <p>But Crystal is frustrated. She believes that market managers, Alan and Kate, in their own drive for profits, are surrounding her with culinary competition – and her weekly costs are becoming harder to cover. Could it be time to move on?</p>
<p>05. Duration: 24 Minutes</p>	<p>At Camden Market in north London, British born Chinese Trinh and her boyfriend Sean are trying to develop a speciality tea business. They know they have a good product, but selling it is not easy. Sean has a background in advertising and is an expert seller, but how well will his patter work at Camden?</p> <p>Meanwhile Sarah Swales is one of Camden's longest survivors and now holds one of the best pitches on the market. Her T-shirts sell well but she wants to expand the business and improve her profit margins. But will the 50,000 plus shoppers every weekend be happy to pay more?</p>
<p>Think Business series</p>	
<p>01. Enterprises and Structures Duration: 19 Minutes</p>	<p>Five short case studies of Scottish businesses illustrate the different types of business organisations including, in order, a sole trader, partnership, a not-for-profit charity and two limited companies, one operating nationally and one in the global market. Three of the organisations shown provide services and one produces goods which all started from an idea that the entrepreneurs were able to convert into a successful business.</p>
<p>02. Operations Duration: 19 Minutes</p>	<p>Four short case studies of Scottish firms each illustrate and explain some aspects of production (manufacturing) and all emphasise the importance of seeking efficiency in the production process and maintaining consistency of output quality.</p>

Business studies

03. Information Technology Duration: 19 Minutes	Three case studies of Scottish firms are presented in which the owners of the firms show and explain how they have used IT to increase their efficiency and effectiveness.
04. Human Resource Management Duration: 19 Minutes	Three case studies of organisations operating in Scotland are presented. Each case study illustrates the importance of the human resource to the effectiveness of the organisations in increasing their ability to compete. The key functions of HRM, namely, recruitment and selection, training and career development are covered in some detail.
05. Planning for Growth Duration: 19 Minutes	Short case studies examine the strategic growth of three Scottish organisations, Harlequin Restaurants, The Edinburgh Bicycle Co-op, a workers' co-operative, and Mathew Algie, the tea / coffee supplier, over the last two decades. Each organisation is essentially a service provider although each also undertakes some production.
Tricky Business II series	
01. Cyclepods Duration: 24 Minutes	A Cyclepod is an eco-friendly bike storage device made from 12,500 recycled cans. It has space for eight bikes and enables cyclists to secure both bike frame and wheels – expensive items frequently targeted by thieves. The Cyclepod stores bikes in an upright position, which makes them visible to CCTV cameras and gives added security.
02. Boso Duration: 24 Minutes	Boso (Buy Or Sell Online) is a free online marketplace where students can trade second hand goods. They are not allowed to trade restricted items such as alcohol, tobacco or counterfeit products.
03. Belle & Bunty Duration: 24 Minutes	Alice Shreeve and Hannah Coniam are the designers behind Belle & Bunty. Their childhood nicknames inspired the business name – Alice answered to Belle and Hannah to Bunty. Graduates of the London College of Fashion, they set up in business together in April 2003 and launched the Belle & Bunty label. Since then they have been slowly building the business, supported by their manager, and Alice's partner, Toby Meadows. Alice and Toby have a young daughter called May.
04. Doherty's Jam Duration: 24 Minutes	Seventeen-year-old Fraser Doherty learnt the art of jam-making from his gran. He has turned a hobby into a business with enormous growth potential and has demonstrated considerable entrepreneurial flair. He is tenacious, works hard, is motivated by his long-term goals and is determined to succeed. His ambition is to see his jams being sold in supermarkets across the UK and around the world.
05. i-magine Duration: 24 Minutes	Twenty-three-year-old graduates Andrew Selby and Alistair Farzad set up i-magine in response to personal need – they couldn't find iPod accessories online. Their first online store sold iPods and iPod accessories. Before long, they had set up other websites selling PlayStation Portable accessories and other items. They each earn around £30,000 a year, live ten minutes from work and have got used to a comfortable lifestyle that leaves them plenty of time to pursue their hobbies.

Business studies

<p>06. Sticmatz Duration: 24 Minutes</p>	<p>Sticmatz is a sticky mat designed to keep dashboards clutter free. Items stick to the mat rather than sliding around. The mat is available in different colours and can be customised to accommodate corporate branding.</p>
<p>07. Fivez Duration: 24 Minutes</p>	<p>Stuart Mitchell is a football-mad 23-year-old who lives in Kilbride. An economics graduate, he turned down a job with HM Treasury to devote himself to Fivez. Enthusiastic, energetic and unafraid of hard work, he has big plans for the business. He wants it to make a real difference to the quality of life in Scottish communities, particularly the disadvantaged ones. The program follows Stuart as he tries to expand the business. His business partner and cousin, Paul Spacey, lives in Coventry. Most of the action takes place in Scotland so Paul remains in the background for much of the program.</p>
<p>08. RentaHedge Duration: 24 Minutes</p>	<p>Gareth is 21 and a full-time business enterprise student at the University of Northampton. He developed the idea for RentaHedge whilst working on a project for his Foundation degree. He spent a year setting up the business, studying for his degree at the same time. He is unafraid of hard work and often puts in an 18-hour day. He is keen to run his own business. He feels that he has a realistic view of what it entails as his father has been through a similar process and is a 'self-made man'.</p>
<p>Trouble Online series</p>	
<p>01. Furniture Farm Duration: 24 Minutes</p>	<p>Sarah Green is no ordinary 19-year-old. Her shrewd business sense and hard graft has earned her online company a turnover of nearly £120,000 in less than a year. But life isn't easy for her. She works alone most of the time and has never been in sole charge before. Can she really cope with running her own furniture business?</p> <p>Trouble Online is a five-part series, which follows the fortunes of young people who are making money from their own internet businesses. We see how they approach the business and cope with the demands of starting-up, sustaining success and expanding.</p>
<p>02. Cashing in on Clubbing Duration: 24 Minutes</p>	<p>Most people would think a making a living out of clubbing was a mad idea but that's what John, Dave and Tim are doing. They run an online clubbing community with over 45,000 members. While everyone else in the club is spending money, these boys are making it. To succeed they need to move themselves and the HQ of their virtual clubbing community to the heart of the UK club scene – London. This has increased their overheads and the pressure is on for these internet pioneers to turn their online clubbing website into a proper business.</p> <p>Trouble Online is a five-part series, which follows the fortunes of young people who are making money from their own internet businesses. We see how they approach the business and cope with the demands of starting-up, sustaining success and expanding.</p>

Business studies

<p>03. Hip Hop Shop Duration: 24 Minutes</p>	<p>Up and down the country, millions of wannabe rap superstars and hopeful music producers are spending hours at home recording songs and mixing tracks. Carla Campbell, aged 27, believes that she can cash in on this enthusiasm and is opening a multimedia and music business. The shop needs to be ready for its grand opening tomorrow – but nothing is going to plan. Can she make it work?</p> <p>Trouble Online is a five-part series, which follows the fortunes of young people who are making money from their own internet businesses. We see how they approach the business and cope with the demands of starting-up, sustaining success and expanding.</p>
<p>04. Message Received Duration: 24 Minutes</p>	<p>It has been estimated that the average person receives more than 3,000 marketing messages every day. But the huge sums spent on marketing are wasted on people who just don't want to listen. It would be much better to concentrate on those who are genuinely interested in what you are selling, thinks 23-year-old Matt McNeil. And he reckons he's discovered how to do just that.</p> <p>Trouble Online is a five-part series, which follows the fortunes of young people who are making money from their own internet businesses. We see how they approach the business and cope with the demands of starting-up, sustaining success and expanding.</p>
<p>05. Surfing the Gap Duration: 23 Minutes</p>	<p>Whether it's backpacking across the Gobi desert or trekking over the Himalayas, taking a gap year before or after university has become a massive trend. Where to go, what to do and how to get there are questions every potential gapper asks. This could provide big bucks for Andy Fidler, whose company aims to provide the answers.</p> <p>Trouble Online is a five-part series, which follows the fortunes of young people who are making money from their own internet businesses. We see how they approach the business and cope with the demands of starting-up, sustaining success and expanding.</p>