

Appendix B - Course Specification

LEO Kildare Training January 2023 - December 2023

Tender for delivery of training, workshops & business clinics for 2023-2023 [with an option to extend by 12 months to December 2024]

The following is an overview list of proposed General courses to be hosted over the period. For full details on the course brief and objectives, please refer to detailed breakdown in this document before applying for any LOT. Training providers may tender for multiple Lots. Please note LEO Kildare will book venues, arrange times, and book programme advertising slots as required. The Tenderer is responsible for providing participant notes, content for all advertisements and taking queries on training programmes.

Please note that the target audience for all programmes are owner/managers or employees of businesses employing 10 or less, start-up businesses or those thinking of starting a business.

The listing below is an indication of programmes under consideration, and which will be scheduled subject to demand.

The workshops/programmes will be held at various locations and venues across County Kildare.

Approximate durations are included for each programme however this is indicative only and the Tenderer is responsible for suggestions on duration.

Lot 1	Business Start-Up [Various]
Lot 2	Financial Management
Lot 3	Trading Online
Lot 4	GDPR
Lot 5	Procurement
Lot 6	Importing & Exporting
Lot 7	Retail Business
Lot 8	Training Programme Recommendations

LOT 1	BUSINESS START-UP - VARIOUS	Duration/mode
BS001	<p>Start Your Own Business Programme [Generic]</p> <p>Description: To provide participants with the skills to assess the viability of their business ideas and provide a strong understanding of the essential's elements involved in setting up and running your own business. To include 1-hour one-to-one mentor follow up within 3 months of completion, along with provision of report to LEO on follow-up.</p> <p>In addition to the fundamentals of Start your own business programs should include an introductory focus to Lean, Green, Digitisation and Trading Online practices within the content.</p> <p>Audience: Start-ups, people making transition from unemployment/education/redundancy/new challenge.</p> <p>Report template will be provided by LEO. It will require detailed agreed actions with the client, challenges the promoter expects to face and future supports needed.</p>	<p>8 x 2.5 hour (evenings 7:00 - 9:30) 6 online in person</p> <p>Followed by 1 on 1 mentoring & provide an individual client road map report to the LEO office Identifying potential growth for this client and supports that might suit the client's needs</p> <p>OR</p> <p>4 full days Saturdays in person followed by 1 on 1 mentoring</p>
BS002	<p>How to validate your business idea using the lean canvas model</p> <p>Description: This programme will introduce the Lean Canvas which is a planning method that helps to get to the heart of business ideas by putting ideas on one page, to set out the key information, without any of the unnecessary details</p>	<p>2 x (evenings 7:00 - 9:30) online</p>
BS003	<p>Craft Sector Start your Own Business</p> <p>Description: This programme is designed to generate new ideas and approaches to product development for the craft sector. Boosting the product into new markets through a series of design led workshops.</p> <p>To provide participants with the skills to assess the viability of their business ideas and provide a strong understanding of the essential elements involved in setting up and running your own business. To include 1-hour one-to-one mentor follow up within 3 months of completion, along with provision of report to LEO on follow-up.</p> <p>In addition to the fundamentals of Start your Own Business program content should include reference to Lean , green, Digitisation and Trading online practices</p>	<p>8 x 2.5 hour (evenings 7:00 - 9:30) 6 online in person</p> <p>Followed by 1 on 1 mentoring & provide an individual client road map report to the LEO office Identifying potential growth for this client and supports that might suit the</p>

	Audience: Start-ups, people making transition from unemployment/education/redundancy/new challenge.	client's needs
BS004	<p>Food & Drink Sector Start Your Own Business</p> <p>Description: This programme is designed to help those with a food/drink idea, or those at an early stage of starting up a food & drink business (typically within the first 24 months).</p> <p>To provide participants with the skills to assess the viability of their business ideas and provide a strong understanding of the essential elements involved in setting up and running your own business. To include 1-hour one-to-one mentor follow up within 3 months of completion, along with provision of report to LEO on follow-up.</p> <p>In addition to the fundamentals of Start your Own Business program content should include reference to Lean , green, Digitisation and Trading online practices</p> <p>Audience: Start-ups, people making transition from unemployment/education/redundancy/new challenge.</p>	<p>8 x 2.5 hour (evenings 7:00 - 9:30) 6 online in person</p> <p>Followed by 1 on 1 mentoring & road map report for each client be provided to the LEO office Identifying potential growth for this client and supports that might suit the client's needs</p>
BS005	<p>Pitching your Technology Start up</p> <p>Description: This programme is designed to help those with a tech idea, or those at an early stage of starting up a tech business (typically within the first 24 months) to pitch for investment.</p>	<p>3 x 3 hour (evenings 6:30 - 9:30) in person</p>
BS006	<p>Start Your Own Online Business</p> <p>Description: This programme is designed to help those with an online business idea, or those at an early stage of starting up an online business (typically within the first 24 months).</p> <p>In addition to the fundamentals of Start your Own Business program content should include reference to Lean , green, Digitisation and Trading online practices</p> <p>Audience: Start-ups, people making transition from unemployment/education/redundancy/new challenge.</p>	<p>8 x 2.5 hour (evenings 7:00 - 9:30) 6 online in person</p> <p>Followed by 1 on 1 mentoring & road map report for each client be provided to the LEO office Identifying potential growth for this client and supports that might suit the client's needs</p>
BS007	<p>Tourism Sector Start Your Own Business</p> <p>Description: This programme is designed to help those with a tourism idea, or those at an early stage of starting</p>	<p>8 x 2.5 hour (evenings 7:00 - 9:30) 6 online</p>

	<p>up a tourism business (typically within the first 24 months).</p> <p>In addition to the fundamentals of Start your Own Business program content should include reference to Lean , green, Digitisation and Trading online practices</p> <p>Audience: Start-ups, people making transition from unemployment/education/redundancy/new challenge</p>	<p>in person</p> <p>Followed by 1 on 1 mentoring & road map report for each client be provided to the LEO office Identifying potential growth for this client and supports that might suit the client's needs</p>
BS008	<p>Start Your Own Equine Related Business</p> <p>Description: This programme is designed to help those with a business idea, or those at an early stage of starting up a business within or targeting the equine sector (typically within the first 24 months).</p> <p>In addition to the fundamentals of Start your Own Business program content should include reference to Lean , green, Digitisation and Trading online practices</p> <p>Audience: Start-ups, people making transition from unemployment/education/redundancy/new challenge.</p>	<p>8 x 2.5 hour (evenings 7:00 - 9:30) 6 online in person</p> <p>Followed by 1 on 1 mentoring & road map report for each client be provided to the LEO office Identifying potential growth for this client and supports that might suit the client's needs</p>

LOT 2	FINANCIAL MANAGEMENT	Duration
FM001	Financial Management for Non-Finance Managers Description: This programme should cover topics such as Structure and Interrelationship of Financial Statements - the Statement of Financial Position, Profit & Loss and Cash Flow Statements; Critical Performance Factors; Business Planning; Annual Budget; Funding; Costing & Pricing; How to manage your debtors, etc.	2 x ½ day sessions In person
FM002	Steps to writing a Business Plan Description: This workshop is designed to cover the key elements that are required to develop a comprehensive business plan that can be used when making an application for funding, grant assistance, loan applications etc.	1 x ½ day sessions Online
FM003	Costing ,Pricing & VAT- Getting the right price Description: This workshop aims to provide participants with an understanding of how to implement an effective cost mechanism while taking overheads into consideration.	2 x ½ day sessions in person
FM004	Taxation and Bookkeeping for sole trader Description: This workshop aims to provide participants with an understanding of bookkeeping requirements to satisfy preparation tax returns to Revenue.	2 x ½ day sessions in person
FM005	Payroll Basics Description: This workshop will cover the basics of payroll, PAYE, and all employer related reporting to Revenue for first time employers.	1 x ½ day sessions in person
FM006	Pension Information for the business owner themselves and as the employer Description: This workshop will support small business owners to understand pensions as a mechanism for tax efficiency and how to implement/maximise their pension or that of their employees. No specific preference should be given to pension providers/products, but participants should be well informed to engage with pension providers and to manage their fund annually.	1 x ½ day sessions online

LOT 3	TRADING ONLINE	Duration
TROL01	<p>Trading Online Information Seminar Description: This free training seminar is the first step in applying for the Trading Online Voucher. Participants will learn how to make a successful application to the scheme and how best to use and get value from the voucher to support their online trading proposition. The seminar will also provide useful free and cost-effective tips to leverage the client's website by better utilisation of social media platforms and Google tools. Proposal for delivery of TOV seminar for 1st and 2nd time TOV applicants.</p>	1 x ½ day /evening sessions Online
LOT 4	GDPR Compliance	Duration
GDPR01	<p>GDPR Training Description: This online interactive workshop will enable participants to gain a broad understanding of data protection and the GDPR and how it impacts their business, especially when trading or marketing online.</p>	1 x ½ day /day in person followed by 1 on 1 mentoring sessions online
LOT 5	PROCUREMENT	Duration
PROC001	<p>Procurement & Tendering Description: To provide owners/managers with an overview of the procurement/tendering process in the public and private sectors.</p>	1 X half day sessions. Online OR In person

LOT 6	IMPORTING & EXPORTING	Duration
IE001	<p>New Market Development an Introduction to exporting for your business</p> <p>Description: To include export-ready assessment, market research needs , financial and regulatory challenges.</p>	½ day online
IE002	<p>Market Research skills and Insights for your Export Journey</p> <p>Description: To include insights into markets in a number of Countries for Irish Products and services.</p>	½ day online per country
IE003	<p>Exporting & Internationalization to grow your business globally for those who are expanding export journey rather than starting</p> <p>Description: To include export-ready assessment, market research, financial and regulatory challenges.</p>	5 half days online plus 2 mentor visits (3 hours each) in person & provide an individual client road map report to the LEO office Identifying potential growth for this client and supports that might suit the client's needs
IE004	<p>Customs Export and Import regulation</p> <p>Description: The aims of this workshop are to help Irish businesses understand:</p> <ul style="list-style-type: none"> √ The administration process around import and export procedures. √ Customs formalities at borders. √ The Authorised Economic Operator (AEO) Process. √ Tariffs and the cost implications of tariffs √ Import procedures, such as the Electronic Declaration Process and Automated Entry Processing (AEP). 	2 X ½ day online
IE005	<p>Sourcing and Managing a distribution agent</p> <p>Description: This workshop will give an overview of the steps involved in building a Supplier-Distributor Partnership</p>	½ day online
LOT 7	RETAIL BUSINESS	Duration
RET001	<p>Retail Challenges - You are the Difference</p> <p>Description: Workshop for owners and managers of small retail businesses to develop their managerial skills to motivate staff, create a customer first approach, and increase sales.</p>	3hours in person

RET002	<p>Supporting Bricks & Mortar with Online Retailing</p> <p>Description: Explore the potential for online success for traditional retail shops. It will be of interest to those exploring the idea of setting up an online shop and also those already trading online. It is targeted at those exploring the idea of setting up an online shop - across all sectors - and also those already trading online.</p>	2 X ½ day online plus one on one mentoring
RET003	<p>Sales, Marketing & Merchandising</p> <p>Description: Attract great sales by the power of great Merchandising</p>	2 1/2 days online and in person
RET004	<p>Superior Retailing Programme</p> <p>Description: An interactive retail programme to help businesses assess their current performance and identify growth opportunities. With the aid of mentoring sessions, collaborative webinars and mystery shopper surveys, businesses owners will develop skills to thrive in all economic climates.</p>	Twice a month Jan - May combination of online and in person inclusive of one-on-one mentoring & provide an individual client road map report to the LEO office Identifying potential growth for this client and supports that might suit the client's needs clients' needs
RET005	<p>Prepare to reap the selling power of Black Friday</p> <p>Description: Online workshop for business owners who would like to engage with customers and drive sales from November through the busy Christmas shopping period. Attendees will learn the skills and techniques that will target new customers and appeal to existing ones.</p>	3 hours online
RET006	<p>Lead with Purpose and be the Expert at Retail Marketing</p> <p>Description: An interactive workshop for business owners and managers to identify and develop marketing skills to target and engage customers, driving sales.</p>	2 hours online
RET007	<p>Retail Management in a Post Pandemic/during global war Environment - Strategy and Innovation</p> <p>Description:An opportunity for retailers to identify challenges, develop innovative strategies and overcome hurdles for their business brought on by the pandemic.</p>	5 hours online + retailer followed by 1 on 1 mentoring in person & provide an individual

		client road map report to the LEO office Identifying potential growth for this client and supports that might suit the client's needs
RET008	Retail Management in a Post Pandemic/during global war Environment: E-Commerce and the Retailer in 2023 Description: Workshop and mentoring sessions to allow businesses develop a clear and concise plan to optimize their online potential and presence. The course will enable participants to review their current processes and competencies and formulate a results driven plan increasing sales potential.	2 online webinars + 2 mentoring sessions
LOT 8	TRAINING PROGRAMME RECOMMENDATIONS	
	Training Programme Recommendations Description: Local Enterprise Office Kildare welcomes proposals from potential suppliers on any training topics not covered in the LOTS proposed. Please provide details relating to the format of the course you are proposing including course content, methodology, timescale, number of participants etc.	