



Consultancy Programmes

Lean For Micro

Lean For Micro is designed to encourage clients to adopt Lean business principles in their organisations to increase performance and competitiveness through efficiency. Lean is not just for manufacturing companies- it is for all companies, regardless of sector.

Lean tools and techniques are helping companies across the globe to address competitiveness issues within their businesses by building the capability of their people to identify problems, improve operations and create a more innovative organisation.

In a nutshell, Lean is about doing things quicker, better and saving costs. Lean strives to remove waste and to continually improve a company.

Green For Micro

The objective of the Green for Micro programme - is to help prepare small businesses for the low carbon, more resource efficient economy of the future.

Receive advice and technical support, covering topics such as resource efficiency, understanding carbon footprint and implementing an environmental management system. Find out steps to take to reduce costs and lower your greenhouse gas emissions. Developing a 'greener' policy can offer many benefits to your business, including:

- Increased cost savings
- Improved resource efficiency (for example: using less energy, water and materials)
- Reduced environmental footprint and greenhouse gas emissions
- Opportunities for higher and additional value on products and services
- Increased access to customers, improved corporate image
- Increased resilience to climate change impacts



Digital Start

Small businesses need to maximise every advantage and implementing a digital strategy can give businesses a real edge. Digital Start is a pilot initiative designed to give Local Enterprise Office funded clients a digital edge - from optimising processes to delivering seamless digital customer experiences, the aim is to help businesses prepare and implement a plan for the adoption of digital tools and techniques across the business.

Digital Start provides support to obtain digital strategy, technical and/or advisory services for eligible businesses. It is not intended to cover costs associated with website development, digital marketing, or hardware but rather areas like business process optimisation, enhancing your digital customer experience or utilising data better.

Get In Touch

If you want to learn more about courses, mentoring or LEO financial support, please contact your local LEO. We will aim to answer your query and assess your eligibility for financial support. Applications are considered on a case-by-case basis and the level of funding will be decided after assessment.

To find out more about what your local enterprise office can do for you, visit www.localenterprise.ie/clare or scan the QR code below



If you receive grant aid, you will be included in the list of beneficiaries under Art. 115 (2) of Regulation [EU] No 1303/2013 (Common Provisions Regulation). This list will be updated every six months and can be accessed on the Regional Assembly websites.

Freedom of Information

The Local Enterprise Office will not release any information received as part of this application unless it is required by law, including the Freedom of Information Act 2014. If we receive a Freedom of Information request, we will tell you so that you have reasonable time if you want to contest a disclosure.

Data Protection

The Local Enterprise Office is committed to protecting and respecting your privacy. Our Data Protection Notice tells you about your privacy rights and sets out how we, as a Controller, collect, use, process and disclose your personal data relating to your interactions with us. Please refer to www.localenterprise.ie/legal for copies of our privacy notices.



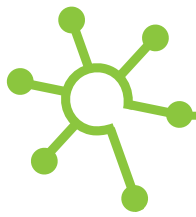
Local Enterprise Office Clare Supports



Oifig Fiontair Áitiúil

Local Enterprise Office





Local Enterprise Office Clare - First Stop Shop

The Local Enterprise Office is the first stop shop for new entrepreneurs and existing micro-enterprise and small business owners in Clare. LEO Clare is the front door through which all information on State supports for small and micro-businesses can be accessed. LEO Clare can also act as a signpost to other supports and bodies with programmes relevant to small business and as important local services.

Training and Mentoring

In a rapidly changing business and technological environment, training is vital to give your business a competitive edge. LEO Clare is committed to delivering a variety of training courses throughout the year. LEO Clare continually deliver leading edge training, usually at highly subsidised prices. With the changing times LEO Clare have adapted training models that encompass online, hybrid and in-person training to suit all business owners. A list of our most popular courses are as follows:

Start Your Own Business (SYOB)

The LEO SYOB programme focuses on:

- Anyone developing a business idea
- Anyone looking at self-employment as a realistic career option
- Anyone who has recently started a business

The 6-week programme will guide you through

- Starting up / getting started
- Identifying your target market
- Tax, law and insurance
- Financial planning (pricing, costing)
- Sources of funding
- Promoting your business
- Sales and service
- Basic bookkeeping
- Developing your Business Plan

The objective is to assist you in assessing the viability of your idea and decide if you should proceed or pivot your idea.



Digital Marketing and Social Media

Understanding how to market your business online is becoming vitally important for every business owner. We run a popular six-week course designed to give you a comprehensive overview of digital marketing – it explains the major strands in detail and how they fit together.

We also run individual courses on:

- Video Marketing
- SEO for Beginners
- Facebook & Instagram Ads
- Instagram
- Tik Tok

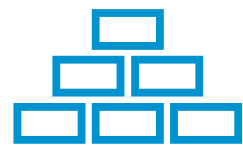
Financial Management

Bookkeeping, VAT and Income Tax Programme

This course covers several areas essential for record keeping and completing a tax return for a small business or start-up together with an in-depth understanding of basic accounting principles and an overview of the Revenue Online system (ROS). The course also covers important topics such as debtors and creditors, bank reconciliation, expenses, assets and liabilities, profit and loss accounts, and balance sheets. The participant should leave with a better understanding of record keeping and VAT returns for their business as well as understanding the tax system.

Course Content:

- Operating from home
- Allocating bills
- Filing systems
- Keeping accurate records
- Revenue
- Purchase/ Sales/ Cash Books
- Cheques Journal
- VAT
- PAYE/PRSI Insurance
- Health and Safety Contracts



Financial Planning Workshop

This workshop covers assessing the financial needs of your business, working capital requirements, overview of managing cash-flow, exploring various funding options and supports available for small business. The key for this course is to ensure each participant has a clear understanding of working capital and the sources and costs of same in Ireland.

Content of Training Workshop:

- Business cashflow and working capital cycle
- Sources of finance & financial supports
- Summary of most suitable funding options depending on the business life cycle and financial strength
- Eligibility criteria and common pitfalls

Understanding Taxes in your Business

This introductory course aims to provide participants with the knowledge of how to prepare VAT returns, how to calculate wages/salaries, PAYE, PRSI and USC for their employees, how to calculate their own income tax, PRSI and USC and provide a better understanding of the accounts prepared by their accountant.

Mentoring

General Mentoring

The Mentor Programme is designed to match the knowledge, skills, insights and entrepreneurial capability of experienced business practitioners with small business owners who need practical and strategic one to one advice and guidance. The mentor contributes independent, informed observation and advice to aid decision making.

All applications for mentor assistance are dealt with individually and are preceded by a business needs analysis to assess the key needs of the business and determine the most imperative mentoring objectives.

Applicants can avail of up to two mentoring sessions per 12-month period. The three-hour session can include time spent with the client, and change to additional work completed by the mentor for the benefit of the client.



Brexit and Export Mentoring

Specific mentoring is also available to clients who are looking for advice and support on navigating Brexit and exporting products and services. Key areas provided in this mentoring include:

- Brexit Scorecard – support completing an assessment to determine your business exposure
- Customs Procedures and Signposting [Documentation Requirements/Agents etc.]
- Advice on potential tariffs
- Currency Exposure
- Regulatory Impacts
- Movement of People
- Diversifying into new markets
- Intertrade Ireland Supports and Grants
- Marketing
- Supports and Grants



How does Local Enterprise Office Clare help businesses financially?

Financial supports are designed to provide a flexible suite of supports to LEO clients and potential clients. LEOs can assist in the establishment and development of new and existing enterprises [Limited Companies, Designated Activity Companies, sole traders, cooperatives and partnerships] provided that such enterprises can become commercially viable. Any costs incurred before application are not eligible for grant support. All grants are match funded with LEO paying up to a maximum of 50%. The financial supports include:

- Feasibility Study Grants
- Priming Grants



- Business Expansion Grants
- Technical Assistance for Micro Exporters
- Trading Online Voucher

Specific criteria must be met to be considered for financial support consideration, an enterprise must:

- not employ more than 10 people
- be established, registered and operate within the area of the Local Enterprise Office
- operate in the commercial field
- show there is a market for the product or service
- have the potential for growth in domestic or export markets
- have potential for job creation.

Within the criteria, there are certain priorities and restrictions. Priority will be given to:

- Enterprises in the manufacturing, production or internationally traded services sectors which, over time, can develop into strong export entities and graduate to Enterprise Ireland
- Unique tourism service enterprises that target generating revenue from overseas visitors. These tourism services should not take business from other existing players in the market or give rise to deadweight [where projects would have proceeded anyway]. Such unique tourism services may be offered salary supports.

Retail enterprises, personal services [such as hairdressers, gardeners, creches, etc.], professional services [such as accountants, solicitors], primary agricultural, fishery or aquaculture sectors or construction and local building services are not eligible for grant aid.

Feasibility Study Grants

Feasibility Study grants help companies or individuals with the cost of researching the viability and sustainability of a proposed business or business idea. The study should help the promoter reach a firm conclusion about their proposal and provide the information required to complete a business plan. These Grants can be made available to applicants whose potential business may be eligible to apply for further grant assistance from the LEO if the business



goes ahead. Only businesses or individuals intending to explore the feasibility of a manufacturing or internationally traded service sector business may apply.

Priming Grants - Trading less than 18 months

Priming grants are available to micro enterprises within the first 18 months of start-up. The grant may be used to buy new equipment, help with direct business costs such as salary, rental costs within the first year, marketing and consultancy costs. Grant assistance is not available for the purchase of buildings, land or mobile assets. The maximum Priming Grant payable is 50% of the investment or €150,000 – whichever is less.

Business Expansion Grants - Trading over 18 months

The Business Expansion Grant is designed to assist businesses in a growth phase after the initial 18-month start-up period. The grant can be used for the same purposes as the Priming Grant. If a business received a Priming Grant, it cannot apply for a Business Expansion Grant until 12 months after the date of approval of the Priming Grant. The maximum Business Expansion Grant that can be paid is 50% of the investment or €150,000 – whichever is less.

TAME - Technical Assistance for Micro Exporters

The TAME grant enables clients to explore and develop new market opportunities. The grant part-funds the costs that can be incurred investigating and researching export markets, e.g., exhibiting at Trade Fairs, preparing marketing material and developing websites specifically targeting overseas markets.

TOV - Trading Online Voucher

The Trading Online Voucher Scheme is designed to assist small businesses with up to 10 employees to trade online, boost sales and reach new markets. Participating in this scheme can make the process of trading online much easier. The voucher offers financial assistance of up to €2,500 along with training and advice to help your business trade online.

