 

**LEO Carlow Training 2017-2019**

**Tender for delivery of training, workshops & business clinics for 2017 to 2019**

**Advertisement Date: 22nd December 2016**

**Closing Date: 20th January 2017 @ 12 noon**

**Detailed Description**

Carlow County Council Local Enterprise Office is currently in the process of preparing its training & support programme for the next 3 years from 2017-2019. A panel of trainers will be set up to deliver the courses, workshops and business clinics. Subject to budgets and satisfactory performance, training and service contracts will be rolled over during the period.

Qualified trainers are invited to tender to avail of these opportunities to form a panel for delivery of the proposed courses. Applicants should demonstrate their understanding of the SME sector and should show that their training proposals are practically based and aimed specifically at this sector. They should also demonstrate their ability to deal with small business start-ups, developing businesses, business owners, managers etc.

The following schedule is only an indication of the courses being considered and proposals for other appropriate courses will be welcomed.

The panel will operate on a rotation basis based on the successful applications place in the panel.

Please note all courses should be submitted in the format requested and failure to do so will result in disqualification for this competition.

The courses will be held at various venues throughout County Carlow. The LEO will be responsible for booking and paying for the venues and trainers are expected to provide all training materials and have their own presentation equipment where required.

The following is a list of indicative courses to be hosted over the period:

**Lot 1: Start Your Own Business** - 2 evenings per week for 5 weeks & 3 Days i.e. 10 evenings OR 3 Days. The objective of the SYOB programme is to assist participants in assessing the viability of business ideas and in understanding the essential elements required to start up and run their own business.

**Lot 2: How to write a Business Plan**
1 full day + one to one mentoring session Topics should include:• Concept of Business Plan• What should be included• Market research• Writing correctly• Operations section• Marketing section• Cash flow forecast• How to present the Plan

**Lot 3: Introduction to VAT**
1 evening. A quick guide to VAT for small business owners Topics to include: • VAT registration• Revenue returns• Record keeping

**Lot 4 Introduction to Pricing & Costing**
1 day. Participants should be given an overview of the elements, strategies & formulas for costing & pricing their products & services

**Lot 5 How to Investigate Your Business Idea**
1 day. This programme should provide participants with the tools required to take a business idea through various research stages to commercialisation. It should cover: • Feasibility study• Consumer & market research• Branding• IP & Domain name protection

**Lot 6 Sales & Marketing Workshop**
2 days. This programme should incorporate the hands-on element of the sales process and the development of selling skills

**Lot 7 Marketing on the Internet**
4 X ½ day sessions. A practical course delivered over 4 sessions. It should give an overview of: • Search Engine Optimization• Google Adwords• Email marketing• Social media marketing

**Lot 8 Google Adwords**
½ day. Participants should learn how to set up a dynamic, results-driven Google adwords campaign

**Lot 9 Making Your Website Work**
½ day. This course should demonstrate how to use Search Engine Optimization (SEO)

**Lot 10. Social Media Marketing**
4 X ½ days. Purpose is to provide business owners with useful social media tips that will enable them to engage more productively & creatively with social media

**Lot 11 Using Revenue Online Services**
½ day. Participants should be able to submit their tax returns online & ensure tax payments are up to date

**Lot 12 Preparing a Winning Tender**
1 day & one to one mentoring session. This programme should cover structuring & planning a tender, the “do’s & don’t” of writing a tender, pricing, e-tendering

**Lot 13 Perfecting Your Sales Pitch**
2 mornings. Participants should gain an in-depth understanding of key skills required to perfect their sales pitch and should acquire new selling tools to win new customers and maintain existing ones.

**Lot 14 Bookkeeping for Small Business Programme**

5 evening course, to teach participants to how to prepare a set of books (daily and management) for a standard SME company.

**Lot 15: Course recommendations**

LEO Carlow welcomes proposals from potential suppliers under lot 15. Please ensure the format covers the required information as set out in the award criteria.

**Freedom of Information**

Tenderers should be aware that, under the Free of Information Acts 1997 & 2003, information provided by them during this procurement process may be liable to be disclosed.

**Tax Clearance Certificate**

Prior to the award of any contract, the successful Tender will be requested to produce a Tax Clearance Certificate from the Revenue Commissioners.

**Insurance**

The successful Tender will be required to hold an appropriate level of Professional Indemnity Insurance

**Awards Criteria**

The tenders will be adjudicated using the following scoring system:

1. **Proposed Content (40%)**
2. **Qualifications, Background and Experience of delivering Trainer (40%)**
3. **Price (20%) (Please provide a total cost and also a breakdown per half day. Prices are to be shown ex VAT and are to be fixed for a 3 year period from date of submission**

Two copies of the Tender must be submitted in hard copy format to:

Request for Tender for LEO Services, Corporate Services, Carlow County Council, Athy Road, Carlow

Yours proposal should include a memory stick with digital copies of the proposal in word format.

Tenders should be marked confidential and with the words “Request for Tender for LEO Services”. The Tenderers name and address should be included on the outside of the tender.

Closing Date: is 20th January 2017 @ 12 noon. Late applications will not be accepted.

**N.B.: Only fully completed proposals that have all the necessary supporting documentation enclosed will be considered for inclusion.**

**Queries in respect of this in writing only to** **kcomerford@carlowcoco.ie**