

## SYOB 10 MODULES

<p style="text-align: center;"><b><u>Module 1</u></b></p> <p style="text-align: center;"><b>Self-assessment/Start Your Own Business / Generating and Refining Your Idea</b></p>	<p style="text-align: center;"><b><u>Module 2</u></b></p> <p style="text-align: center;"><b>Legal Issues for Start Ups</b></p>
<ul style="list-style-type: none"> <li>• Entrepreneurship – what is it?</li> <li>• Personal Skills Analysis</li> <li>• Steps to Starting a Business</li> <li>• Reasons for small business success &amp; failure</li> <li>• Reasons for starting a business</li> <li>• Understand how to generate and develop an idea</li> <li>• What makes a really great business idea? What do I need to concentrate on to make my idea even better</li> <li>• Trends for 2015/2016, what trends can my product/service ride the wave of and benefit from?</li> <li>• Networks of support and advice for start-ups</li> <li>• Demand and Profit – The business fundamentals</li> <li>• Business models and choosing the right one for your start up. Can I make a better business by changing my business model?</li> <li>• The whole concept of “failing fast” and there’s no real such thing as failure</li> <li>• The importance of running the numbers quickly</li> <li>• The end game – what I am trying to achieve?</li> </ul>	<ul style="list-style-type: none"> <li>• Guide to Legal Structures</li> <li>• The difference and dis/advantages of sole trader, partnership and limited companies and practical case studies on each</li> <li>• Employment Law – A Quick Guide (as many will not be near the stage of hiring employees)</li> <li>• Contracts</li> <li>• Insurance</li> <li>• Registering a Business Name</li> <li>• Tax Requirements and recent tax changes</li> <li>• VAT (covered in financial sessions)</li> <li>• PAYE</li> <li>• PRSI</li> <li>• Opening a business bank account</li> <li>• Bank reconciliation</li> </ul>
<p style="text-align: center;"><b><u>Module 3</u></b></p> <p style="text-align: center;"><b>Preparing a Business Plan</b></p>	<p style="text-align: center;"><b><u>Module 4</u></b></p> <p style="text-align: center;"><b>Market Research using Online and Offline Tools</b></p>
<ul style="list-style-type: none"> <li>• The importance and practical use of a Business Plan to the start-up business</li> <li>• Main elements of a Business Plan</li> <li>• Setting Goals &amp; Objectives</li> <li>• Reviewing Business Plans</li> <li>• Practicing Your Pitch</li> <li>• Tips for an excellent Business Plan</li> <li>• Samples of sectoral business plans</li> <li>• Using QED’s “Russian Doll” approach to business planning</li> <li>• Doing your business plan online</li> <li>• QED Business Planning Workbook</li> <li>• Some elements of Market Research, Marketing Finance and Online Activity to get Your StartUp up and running are included in this session as they are covered in the Business Plan</li> </ul>	<ul style="list-style-type: none"> <li>• Most startups fail because they don’t do enough research - how to avoid this by doing excellent market research</li> <li>• What do I need to research? What questions do I need answered</li> <li>• What on and offline tools are available to me to help me with this research?</li> <li>• How do I start researching?</li> <li>• Who do I research and how much research do I need to do?</li> <li>• Market Research Methods (including new online methods)</li> <li>• The internet as a source of information for market research</li> <li>• Sources of information (including new tools on the market)</li> <li>• Primary and Secondary Research</li> <li>• LinkedIn, Twitter and Facebook for business research</li> <li>• Use of CSO for facts and figures</li> </ul>

	<ul style="list-style-type: none"> <li>• Price in the context of marketing</li> <li>• Researching - Promotion</li> <li>• Researching - Place/location</li> <li>• Conducting a PEST/SWOT analysis</li> </ul>
<b><u>Module 5</u></b> <b>Marketing for the Small Business</b>	<b><u>Module 6</u></b> <b>Finance 1 (Bookkeeping &amp; VAT)</b>
<ul style="list-style-type: none"> <li>• Introduction to Marketing</li> <li>• The 4 P's – the practical approach to marketing</li> <li>• Market environment</li> <li>• Market Size &amp; Trends</li> <li>• Product/Service Comparison</li> <li>• Identifying and meeting customer needs</li> <li>• Marketing online</li> <li>• Promotion for Start Up</li> <li>• Brand essence and message</li> <li>• Communication channels for startups</li> <li>• Creating a Marketing Plan</li> <li>• PR</li> <li>• Creativity &amp; Marketing</li> <li>• Tools and Return on Investment in Marketing Activity</li> </ul>	<ul style="list-style-type: none"> <li>• What are my costs – what costs will I have in my start-up</li> <li>• Introduction to small business finance</li> <li>• Basic Book Keeping</li> <li>• Books of Prime Entry</li> <li>• VAT</li> <li>• Online registration revenue/ROS/CRO</li> <li>• Accounting options and Cloud systems</li> </ul>
<b><u>Module 7</u></b> <b>Finance 2 (Cash Flow &amp; Pricing)</b>	<b><u>Module 8</u></b> <b>Finance 3 (Taxation &amp; Funding Sources)</b>
<ul style="list-style-type: none"> <li>• Cash flow – how to do one and getting one done for my own start-up</li> <li>• Drawings and personal budget</li> <li>• Business costs</li> <li>• Profit &amp; Loss</li> <li>• Basic Financial Ratios</li> <li>• Balance Sheet</li> <li>• Pricing</li> <li>• Break even analysis</li> <li>• Credit control</li> </ul>	<ul style="list-style-type: none"> <li>• PAYE/USC/PRSI</li> <li>• Income Tax</li> <li>• Corporation Tax</li> <li>• VAT</li> <li>• Sources and uses of funding (Microfinance, seed capital, other sources of funding etc.)</li> </ul>

<p align="center"><b><u>Module 9</u></b></p> <p align="center"><b>Sales &amp; Negotiation</b></p>	<p align="center"><b><u>Module 10</u></b></p> <p align="center"><b>Technology for Start-Ups</b></p>
<ul style="list-style-type: none"> <li>• How do I sell?</li> <li>• What am I selling?</li> <li>• What is involved in the sales process</li> <li>• Building on market research to identify a list of sales targets</li> <li>• Identifying the right channels</li> <li>• Develop a sales plan</li> <li>• Selling &amp; Approach</li> <li>• Introduction to customer service and after care</li> </ul>	<ul style="list-style-type: none"> <li>• E-Tailing and F-Tailing and online retail trends</li> <li>• LinkedIn, Twitter and Facebook for business</li> <li>• Business uses of Word / Excel and email</li> <li>• Social Media Planning (Marketing)</li> <li>• Creating An Amazing Website</li> <li>• Use of the internet &amp; Cloud solutions (cloud accounts covered in finance sessions)</li> <li>• Business plan websites (covered in business planning session and first session)</li> <li>• E-commerce– Selling your product or services online (covered in sales and marketing session)</li> <li>• Online tools and websites</li> </ul>