



# Oifig Fiontair Áitiúil Local Enterprise Office

Oifig Fiontair Áitiúil Cill Dara

Local Enterprise Office Kildare



*...Is spéis linn do ghnó*

*...Let's talk business*



Kildare County Council  
Comhairle Contae Cill Dara



## INTRODUCTION BY KILDARE CHIEF EXECUTIVE

The setting up of the new Local Enterprise Office Kildare (LEO) marks a very significant step forward in the delivery of support services for enterprise in County Kildare. The new unit combines the strength and experience of Kildare County Enterprise Board over the past 20 years with the significant resources, commitment and capacity of Kildare County Council.

“We are delighted to be providing this new and enhanced support for small businesses at a local level” said Chief Executive Eamonn O’Sullivan. “LEOs will be the front line in delivering business growth and jobs, providing direct support and pulling together all the players – agencies, local authorities and the private sector – to support everyone with a good business idea and strengthen the enterprise sector in Kildare.”

The LEO is the ‘first stop shop’ for all Government supports for anyone who wants to start or expand their business and create jobs.

“We will develop local enterprise plans putting micro and small business at the heart of job creation locally. By bringing the functions of the old County Enterprise Board into Kildare County Council structures we are confident that we can offer a more streamlined service for clients. Our aim is to overcome the typical barriers to success that small businesses face such as management skills, access to finance or lack of marketing or planning skills”, added Eamonn O’Sullivan.

“We look forward to working with the new unit and we wish Mary Fitzpatrick and her team much success as they embark on this exciting new venture”.

## WORD FROM MARY FITZPATRICK HEAD OF LOCAL ENTERPRISE

Mary Fitzpatrick has worked with the former County Enterprise Board for nearly 20 years and was its CEO for the past two years. She is now the Head of Local Enterprise and welcoming the changeover Mary says “We have a new name, a new office, additional staff and more funding so it is an exciting time to be heading up the Local Enterprise Office. By bringing our business knowledge and supports into the Local Authority, we can deliver a more streamlined service to our clients. We are the connection between the business community, Kildare County Council, Enterprise Ireland and all state agencies tasked with supporting enterprise, jobs, innovation and entrepreneurship.”

Despite all the problems, there is a lot of optimism, business confidence is improving and existing businesses are thinking about expanding. Mary and her team are looking forward to the challenge of building on that confidence and turning it into jobs.

### Who are we?

Local Enterprise Office Kildare is the new name for the County Enterprise Board. We are the “first stop shop” for all government supports for anyone who wants to start or expand their business and create jobs in Kildare. We will be the front line in delivering business growth and jobs and in providing direct support to everyone with a good business idea. We will pull in the full support of other agencies – Revenue, Social Protection, Microfinance Ireland, Skillnets and the Education & Training Boards, the Credit Review Office – giving the best possible service to people in the small and medium enterprise sector.

### Where are we?

Our new offices are located in Kildare County Council headquarters at Devoy Park, Naas. We are open from 9am to 1pm and 2pm to 5pm daily and can be contacted on 045 980838 or by email to [localenterprise@kildarecoco.ie](mailto:localenterprise@kildarecoco.ie).

### Who can we help?

- Anyone with a business idea
- Anyone with an established business looking for information, advice, training, mentoring or financial assistance
- First time or young entrepreneurs
- Start-ups
- Micro & small businesses looking to expand

## How can we help?

*Our mission is to promote entrepreneurship, foster business start-ups and develop existing micro and small businesses to drive job creation and to provide accessible high quality supports for business ideas.*

- We provide strategic, administrative, technical and financial support and services to start, grow and develop micro and small business.
- We offer a wide range of experience, skills and services and we can connect people to all the state agencies they require.
- We provide grants to those in manufacturing or who are trading internationally. (Eligibility criteria apply)
- We organise enterprise events, supporting local business networks and working with local Chambers and other organisations.
- We also promote entrepreneurship in our young people through our Student Enterprise Awards programme.
- We will continue to provide appropriate and relevant training, mentoring and business advice.

## What we do:

### **Business Information & Advisory Services**

- Business & management planning, financial advice, how-to guides etc.
- Advice & information on rates, planning & licensing
- Information & access to other government services such as Revenue, Social Protection, SOLAS, Companies Registration Office, Credit Review Office
- Advice on public procurement

### **Enterprise Support & Development Services**

- Financial support for the manufacturing sector & internationally traded services
- Training programmes in areas such as Start Your Own Business, Marketing, Financial Management
- Mentoring supports
- Website development support
- Progression support for businesses with potential to become Enterprise Ireland clients

### **Local Economic Development Services**

- Development of a Local Enterprise Plan in conjunction with the County Council
- Input on local policy including the County Development Plan
- Promotion of Kildare as a location for investment
- Assist in developing appropriate enterprise infrastructure in Kildare

### **Entrepreneurship Support Services**

- Student Enterprise Awards
- Network Kildare – a female entrepreneur network
- Ireland's Best Young Entrepreneur

## CASE STUDIES

### Future Plastics

Future Plastics is a Kildare based plastics manufacturer of thermoformed plastic components and Permanent Point of Sale Solutions. Customers include multinational corporations and retailers such as Intel, Cargotec, Unilever, Mars and Lidl. With a background in sales management, Gary Foley, its CEO, always wanted to set up his own business.



In 2007, an opportunity to do something about it presented itself. In 2008, Gary re-mortgaged his house and purchased a division within the business that he had been sales manager for many years. Future Plastics was born. Relocating a manufacturing operation with limited manpower on a tight budget was a daunting task. Kildare Enterprise Board was a huge help with assisting this task. Future Plastics were successful in raising €25K funding which was an enormous boost at that time. The funding did not come easy.

A structured Business Plan was needed which is still referred to and used to this day. Annual turnover in the company has grown from €700K in year 1 to €1.8 million 6 years later. Kildare CEB was very helpful in the early years and Gary attended the Management Development Programme which was sponsored by the CEB. The staff in the CEB were friendly and really got behind and understood the business. Future Plastics now employs 20 people and are a client of Enterprise Ireland. The company is now in the middle of a €1.2 million

R&D programme and intends to double revenues over the next 3 years. The programme is part funded by Enterprise Ireland and shareholder funds. The company is growing revenues and staff numbers year on year. This success story started with the help of Kildare CEB.



## Fulfilment.ie

Every step of the way over the last few years it has been a case of “how can we help you?” when we have interacted with Kildare County Enterprise Board. That help has come in many ways, training, advice and financial, all of which has been of enormous assistance to our business.

We have been heartened all along our journey by the enthusiastic support and encouragement of the team at our local County Enterprise Board especially when we have “hit the wall” on occasion.

Fulfilment.ie will be a one stop shop for SME’s and individuals who sell online, are planning product range extensions, start-ups etc.. We provide a full warehouse, pick, pack and ship service that allows our clients to focus on product development, marketing and sales whilst all the back of house hassle of getting the product to market and buyers is safe with us.



## TanOrganic

Noelle O’Connor rode the dizzying highs of the Celtic Tiger, came back to earth with a bang and then picked herself back up to the point where she is now looking at a multimillion euro pay day.

From Newbridge, Noelle finished school with an excellent Leaving Cert but didn’t go to university. She studied beauty therapy and opened a chain of salons. Then the recession hit and slammed the door on all her hopes. But Noelle is an

entrepreneur and a driven businesswoman and she went on to create TanOrganic –a natural, odourless, certified organic, paraben-free sunless tan product. Noelle also started a distribution company specialising in natural skin-care ranges and mineral make-up, being the first to bring mineral make-up to Ireland. Opportunities presented themselves and Noelle seized them. She appeared on Dragons’ Den and succeeded in being offered €50,000 for 45% of her company by Gavin Duffy. She also availed of the opportunities presented by the County Enterprise Board and benefited from business expansion grants, mentoring and the Management Development Programme.

TanOrganic is the first and so far the only Eco-certified self-tanning brand in the world. This certification is one of the most stringent in the marketplace and requires a rigorous 18-month process. TanOrganic has since gone global and is currently available in 18 countries, with more in the pipeline. Noelle is a believer in the future. “No matter how bad things get, tomorrow is always another day and opportunities are there to be grabbed,” she says.

## THE LEO TEAM

### **Mary Fitzpatrick, Head of Local Enterprise**

Mary has been with the County Enterprise Board, now LEO, since 1996. She was Assistant Chief Executive Officer for a number of years until taking over as CEO in 2012. Mary has led the successful transition to the newly established Kildare Local Enterprise Office now firmly established in Áras Chill Dara in Naas.

As Head of Local Enterprise and a member of the senior management team



of Kildare County Council, Mary is uniquely placed to nurture a sustainable, pro-business environment which supports enterprises in all sectors and promotes Kildare globally as a location of choice for business and investment. Her key overarching objective is to support existing businesses, build new business and to grow employment within the county.

### **Mary Foley, Administrative Officer**

Mary Foley is the newest member of the LEO team. Mary worked in the Planning Department of Kildare County Council for a number of years and before that was Leixlip Town Clerk. Mary is responsible for co-ordinating the training programme. Student Enterprise Awards, Business Advice Clinics and marketing and promotion of LEO.



### **Phyllis Donohoe**

Phyllis joined the County Enterprise Board in 2003 following a period working in the private sector and for Kildare European Leader Teo (KELT). Phyllis is responsible for the financial management of LEO.



### **Anne Marie Burke**

Anne Marie joined the County Enterprise Board in 1996 and is the longest serving member of staff. She is responsible for the administration of all the Board's activities and keeping the social media outlets up to date.

## A 10-STEP GUIDE TO STARTING YOUR OWN BUSINESS

- Test your business idea
- What about Market Research
- What are your business requirements
- What are your investment requirements
- Developing your marketing strategy
- Developing your sales plan
- What is the best legal structure for you
- Managing the risks
- Avoiding unnecessary risks
- Writing your business plan

**AND THE GOOD NEWS IS.....  
LEO CAN HELP YOU WITH ALL OF THESE!**

### **READY, STEADY, GO -**

November 2014, Keadeen Hotel, Newbridge organised by Newbridge Chamber of Commerce. This event is designed to replicate the success of a similar one held in 2012 and will comprise an Enterprise Exhibition, Seminars with Key Speakers (in three sections), One to One Mentoring, Business to Business Networking and an Enterprise Competition. Further information from David O'Reilly of Newbridge Chamber of Commerce.

*Email: [office@newbridgechamber.ie](mailto:office@newbridgechamber.ie)*

### **KILDARE EXPO 2015 – FEBRUARY 2015**

Punchestown Exhibition Centre organised by North Kildare Chamber. A business led initiative to help create jobs and opportunities in Kildare by representing and promoting locally based manufacturing and technology businesses regardless of their size. Further information from Allan Shine of North Kildare Chamber of Commerce.

*Email: [info@northkildarechamber.ie](mailto:info@northkildarechamber.ie)*

### **Kildare LEO**

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