



Contact Information

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Booking is essential



Start Your Own Business Three-session Programme Overview

Session 1

Ballyhoura Development supports for you and your business
SWOT Analysis, PEST Analysis, The Business Plan, Choosing an Accountant
Business Structures, Registering your Business with CRO
Social Welfare and self-employment - BTWEA / STEA

Session 2

Market Research - Assessing your idea
Market Share / Segmentation
Marketing - promoting your business on a shoestring budget
Sales & Selling
Networking for Growth

Session 3

Finance, Operating Budgets
Accounting, Tax Registration & Tax Clearance, Taxes for self-employed
Financial Projections - cash flow, profit & loss, balance sheet analysis
Insurance, Credit for the Small Business - Micro Finance Ireland
Other supports available for businesses

Ballyhoura Development Start Your Own Business Enterprise Supports

February – December 2017



Start Your Own Business 3 Day Workshops

Feb 7, 8, 9	Coote Hall, Kilmallock
Mar 21,22,23	Forrest Hall, Mitchelstown
Apr 25,26,27	Millennium Centre, Caherconlish
May 17,18,19	E-Charleville Centre, Charleville
Jul 25,26,27	Forrest Hall, Mitchelstown
Sep 11,12,13	Hospital FRC
Oct 10,11,12	E-Charleville Centre, Charleville
Nov 14,15,16	Coote Hall, Kilmallock
Dec 5,6, 7	Millennium Centre, Caherconlish

The Social Inclusion and Community Activation Programme (SICAP) 2015-2017 is funded by the Irish Government and co-funded by the European Social Fund and includes a special allocation under the Youth Employment Initiative.



Contact Ballyhoura Development CLG

Coote Hall, Kilmallock, Co.Limerick

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Using Social Media Effectively in your Business

Mar 6th / Oct 19th Croom Enterprise Centre

Facilitator: Caroline Egan, Cramden Tech Solutions

Gain an understanding of how to use digital marketing and social media to promote your business/brand. Choosing the best platforms for your business and knowing how to use them.



Starting your Social Enterprise in Ballyhoura?

Mar 8th Kilfinane Artisan Food Park

Facilitator: Ballyhoura Development – John Hassett, David O’ Grady

Thinking of Starting your Social Enterprise in Ballyhoura in 2017? Types of social enterprises and supports available.



Marketing & Branding Your Business

Mar 9th Deebert Hotel, Kilmallock (**Belinda Murphy, B’Inspire**)

Oct 5th Coote Hall, Kilmallock (**Padraig Cleary – May Day Marketing**)

Defining your target markets, how to promote your business/brand, getting the most from your marketing in 2017+.



Tax and the Self-Assessment System

Mar 10th Mitchelstown Community Enterprise Centre

Sep 14th Millennium Centre, Caherconlish.

Nov 7th E-Centre Charleville

Facilitator: Padraig Considine, Professional Accounting Solutions

What is self assessment and who is liable? Preliminary tax, capital allowances, types of business expenses allowed, vat and how it applies to your business.



Making the Most of Your Business Presentations

May 3rd Coote Hall, Kilmallock

Facilitator: Tracy Aspel, The Creative Institute

Creating a professional image, preparing for business interviews/presentations, role playing your business presentations.



Effective Sales & Selling for Your Business

Jul 4th Croom Enterprise Centre

Nov 30th Millennium Centre, Caherconlish

Facilitator: Terry Harmer, NLC Training

Stages in the sales process, how best to present your product/service, closing sales, selling online and offline.



Food Tourism Opportunities in 2017+

Sep 28th Ballyhoura Apple Farm, Kilfinane

Facilitator: Kate Taylor, Taylored Training

Food tourism in Ireland and what visitors want. Food experiences for domestic and international visitors to Ireland. How to target each market and supports available from Fáilte Ireland.



Jobs Week - Start Your Own Business

Sep/Oct Dates TBC Coote Hall, Kilmallock

Facilitator: Ballyhoura Development & Dept of Social Protection

Supports available from Ballyhoura Development and the Department of Social Protection to help you start and grow your business.



Developing Your Craft Enterprise in 2017+

Oct 17th Croom Enterprise Centre

Facilitator: Marian Mc Donald, Think Outside the Box

What do consumers require? Marketing, selling, showcasing and merchandising your craft product. Supports available from the Crafts Council of Ireland.



Pricing for Profitability

Nov 9th Thomas Fitzgerald Centre, Bruff

Facilitator: Bryan O’ Donnell, O Donnell & Co. Accountants

Elements of pricing, what is cost and taking account of all costs when preparing quotations. Costings for a service/manufacturing enterprise, mark up and margins.

This programme is run in collaboration with Limerick Local Enterprise Office.

All workshops run from 10am-4pm

As places are limited, booking and registration is essential for all of these events.