



Local Enterprise Office

# SUPERIOR RETAILING PROGRAMME 2020/21

A special initiative of the Government of Ireland to assist Border Counties SME Retail Businesses cope with BREXIT and COVID-19 circumstances and optimise the potential of their businesses.







## Superior Retailing Programme 2020/21

**provides an exceptional opportunity for SME Owners and Managers of Retail and Service Businesses in Louth, Cavan and Monaghan to build the management skills and create business plans necessary, not only to cope with the challenging COVID-19 and BREXIT business circumstances, but Recover & Grow their businesses over the next two years.**

This highly successful “International Best Practice” training programme will be run from January to April 2021 and delivered to small groups by way of “Interactive Webinar Workshops” and online Mentoring. It is specifically designed for busy business managers and is practical, relevant, participative and enjoyable. Each Company or Business may have a second participant manager or supervisor take part on the programme. On completion of the programme participants will have:

- A.** Undertaken a detailed assessment of current business performance, management development needs and the business’ potential for growth and development.
- B.** Developed a wide range of essential Management Skills.
- C.** Benefited from 3 Rounds of Mystery Shopping with confidential reports.
- D.** Created a relevant and detailed ‘Strategic Growth & Development Plan’ to optimise the potential of their business over the next two years.
- E.** Been awarded a “Certificate in SME Management Practice” by the EU’s Training Foundation (ETF) and LEO.

# Programme Overview

### November 2020

- Contact us now and let us know of your interest in this programme or to join an “Information Webinar” which will provide details of the programme, explain the benefits and deal with Questions.
- Register for the programme(to be approved by your LEO Office)

### December 2020

- Self-Assessment of Business Performance, Management & Priorities.
- Mystery Shopping Round 1 (with confidential report)
- Distribution of Programme Folders & initial Training Materials.

### January to April 2021

- 8 X half day online ‘Interactive Webinar Training Workshops’
- 3 X online Webinar Masterclasses (specialist topics)
- 3 X one-to-one, Mentoring Sessions with each business to facilitate the development of your “Strategic Recovery, Growth & Development” plan.
- Mystery Shopping Round 2 (mid programme) and Round 3 (end of programme) each with a confidential report.
- Programme “Help Desk” to assist participants with queries or challenges.

### April 2021

- Review & Assessment of “Strategic Recovery, Growth & Development Plans” and awarding of ‘Certificate in SME Management Practice’

## Programme Fees

# FREE OF CHARGE

to approved businesses. Places strictly limited



## Next Steps

Optimum Results Ltd has been contracted by Louth, Cavan and Monaghan LEOs to deliver and manage this special training programme, **please send us your expression of interest as soon as possible please by email to [brianan.mcenteggart@optimumresults.ie](mailto:brianan.mcenteggart@optimumresults.ie) or call us on 042 9333033.**

### All you need to provide us with is:

- I. The Business Name, Address, what type of business you are in and number employed
- II. You Telephone number/s, email address and website (if you have one)

We will then send you the details of the “Information Webinars” and a Registration Form (to be approved by your LEO). We will then set you up as a participant and commence Parts 1 & 2 as outlined above, **NO Training will take place until January.**

## About the Trainers

Optimum Results specialise in SME Management & Staff Skills Development and our sister Company, Customer Perceptions, is Ireland’s leading Mystery Shopping firm. Since 1995, we have operated to international quality standards, have a full-time team of 22 people with 18 Subject Expert Associates.

We have worked with 17,500 clients across 20 Countries and the only company to have three of its SME Business Development programmes classified by the European Union’s Training Foundation (ETF) as “International Best Practice”. Our advanced On-Line Services Division, **SeamsCloud.com**, provides clients with remarkably cost and time effective, world-class training and HR services.

## “IMPROVING THE PERFORMANCE OF ORGANISATIONS THROUGH IMPROVING THE PERFORMANCE OF PEOPLE”

[www.OptimumResults.ie](http://www.OptimumResults.ie)

[www.SeamsCloud.com](http://www.SeamsCloud.com)

[www.CustomerPerceptions.ie](http://www.CustomerPerceptions.ie)







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### Course Dates

Nov 2020 to April 2021

### Fees

Free of Charge

### Contact

Optimum Results

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LEO Offices

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Comhairle Contae Lú  
Louth County Council



Comhairle Contae  
an Chabháin  
Cavan  
County Council



Comhairle Contae Mhúineacháin  
Monaghan County Council

[www.localenterprise.ie/Louth](http://www.localenterprise.ie/Louth)

[www.localenterprise.ie/Cavan](http://www.localenterprise.ie/Cavan)

[www.localenterprise.ie/Monaghan](http://www.localenterprise.ie/Monaghan)