



FOOD ACADEMY START TRAINING PROGRAMME 2014

A 2-month programme for those looking to develop and grow small-scale food & drink production businesses.

Programme Objectives

- **Develop** an in-depth knowledge of the tools which can be used to assess market background.
- **Understand** core technical issues facing your food or drink business.
- **Learn** how to grow sales for your product range through better branding and packaging design.
- **Gain** all of the tools and knowledge necessary to launch and build a successful food business in Ireland.

The Programme: An Introduction

MODULE 1 MARKET BACKGROUND & UNDERSTANDING CONSUMERS

1. Understanding Consumers
2. Market Background
3. Research and Data
4. Marketing Strategy & Segmentation

Description: Module One will see participants develop an in-depth knowledge of the tools which can be used to assess the market background (target consumers, routes to market) and how to develop an effective marketing strategy for their products.

MODULE 2 TECHNICAL ISSUES

1. Introduction to Finance
2. Pricing
3. New Product Development
4. Food Safety and Food Labelling
5. Packaging
6. Managing Human Resources

Description: Module Two participants will come to understand the core technical issues facing food and drink business. The module will focus on how to run a business correctly and legally to maintain effective management and growth.

MODULE 3 GROWING SALES

1. Branding and Pack Design
2. Routes to Market
3. Buyer Meetings
4. Marketing Plans
5. Promoting with Confidence
6. Public Relations

Description: Module Three will look at further elements of the marketing mix. Participants will gain a good understanding of the different elements of the marketing mix and how the use of better packaging and branding will drive profitable sales.

Programme Dates

The programme will consist of three full training days, one day for each module:

MODULE 1 - Friday, 16th May 2014

MODULE 2 - Friday, 13th June 2014

MODULE 3 - Friday, 11th July 2014

Programme Format

Mentoring is a significant aspect of the programme with one mentoring visit taking place after each module, in conjunction with the content delivered during the previous training day.

Who can Participate?

The Food Academy is aimed at those in the early stages of developing their Dublin-based food or drink business. Selection criteria will apply.

How Much Does it Cost?

The Academy costs €200 and is inclusive of all course materials, training and mentoring provided.

How to Apply?

Contact your local Enterprise Board for further information on how to apply.

Dublin City

Tel: 01-635-1144

Web: www.dceb.ie

Fingal

Tel: 01-890-0800

Web: www.fingalceb.ie

Dun Laoghaire-Rathdown

Tel: 01-494-8400

Web: www.dlrceb.ie

South Dublin

Tel: 01-890-0800

Web: www.sdenterprise.ie