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| **TRAINING COURSE OUTLINE – Local Enterprise Office Wicklow** | |
| **Course Title:** | **Assessing Finance for your Business** |
| **Course Duration:** | **Half Day** |
| **Dates:** | Wednesday 2nd October 2019 (Niall Glynn)  Wednesday 27th November (Lar Burke) |
| **Venue:** | Wicklow County Campus, Rathnew, Co. Wicklow |
| **Cost:** | €10 |
| **Trainer ‘s Name:** | Niall Glynn / Lar Burke |

PURPOSE OF THE WORKSHOP

The Workshop aim to demystify the process of a) Business Planning and b) raising finance for your business.

The cornerstone of any business loan application is the Business Plan, and the first half of the workshop is devoted to the Business Plan.  How to write a business plan for an investment proposal/grant/loan - the critical elements that must be included and how to structure the document.

General information on the types of loan finance available to small businesses from lenders such as the SBCI (The Strategic Banking Corporation of Ireland), and specifically MFI (Microfinance Ireland) and the mainstream Banks and Credit Unions. In addition to this, other types of financing will be discussed, such as leasing, invoice discounting, crowd funding etc. Specific information is given on how loans are assessed, including the type of ratios and ‘what if’ analysis that are generally applied.

The trainers will give plenty of tangible examples of common reasons why loans are refused, and there will be reference made to the mechanism for appealing refused applications (including the Credit Review Office).

FORMAT

* PART ONE - BUSINESS PLANNING (09.30 TO 11.15)
* PART TWO - FINANCING OPTIONS, BANK REQUIREMENTS & MFI (11.30 TO 13.30)

TOPICES COVERED

PART ONE - BUSINSS PLANNING

* SETTING UP A BUSINESS TODAY (QUESTIONNAIRE)
* BUSINESS IDEA & SETTING UP A BUSINESS (10 MISTAKES TO AVOID)
* RESEARCH YOUR BUSINESS IDEA & EXERCISE
* WHAT IS A BUSINESS PLAN?
* WHY ARE BUSINESS PLANS SO IMPORTANT?
* BUSINESS PLAN REQUIREMENTS
* HOW TO WRITE A BUSINESS PLAN
* BUSINESS PLAN CONTENTS – PART 1 & 2
* EXECUTIVE SUMMARY, SALES & MARKETING PLANS AND FINANCIALS
* BUSINESS PLAN FINANCING AND CASH FLOW
* OTHER DOCUMENTATION THAT MFI REQUIRE
* BUSINESS PLAN INFORMATION SOURCES & SAMPLE (FOOD SECTOR)
* INFORMATION ABOUT LEO SUPPORT

PART TWO – FINANCING & BANKS

* CHANGES IN LENDING APPROACH (RISK BASED ASSESSMENTS)
* PRODUCTS / MAXIMISE CROSS SELLING
* BAD DEBTS
* COST OF FUNDS / MARGIN / LENDING RATE
* TYPES OF LOANS (SME / OVERDRAFT/ LONG TERM FINANCING)
* SECURITY & PERSONAL GUARANTEES
* WHAT THE BANKS ARE LOOKING FOR IN AN APPLICATION?
* EXTENT OF RISK ASSESSED
  + INDIVIDUALS / CREDIT HISTORY / PERONAL EQUITY
  + COMPANY MANAGEMENT AND PERFORMANCE
  + SECTOR PERFORMANCE
  + ECONOMY REVIEW / RECOVERY

INVOICE DISCOUNTING

DRAGON’S DEN (TV PROGRAMME)

STRATEGIC BANKING CORP

MFI (looked at in some detail, including the Appeals Process)

CREDIT REVIEW OFFICE

ANGEL INVESTORS

INVESTMENT FROM FAMILY / FRIENDS

SEED CAPITAL FUNDING

VENTURE CAPITAL FUNDING

PRESENTERS

Lar Burke & Niall Glynn