### TRAINING COURSE OUTLINE – Local Enterprise Office Wicklow

<table>
<thead>
<tr>
<th>Course Title:</th>
<th>Start Your Own Business</th>
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<tbody>
<tr>
<td>Course Duration:</td>
<td>10 night programme; 7-10pm</td>
</tr>
<tr>
<td>Dates:</td>
<td>Commences Tuesday 19th January 2016</td>
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<tr>
<td>Venue:</td>
<td>Wicklow County Campus, Rathnew</td>
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<tr>
<td>Cost:</td>
<td>€80</td>
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<tr>
<td>Trainer’s Name:</td>
<td>Jacqui Mc Nabb of ‘Your Business Resource’ (supported by Brian Buckley &amp; Aisling Pierce)</td>
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<td>Training Company (if applicable):</td>
<td>Jacqui Mc Nabb, ‘Your Business Resource’</td>
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#### Qualifications and Background of delivering Trainer:
With over twenty five years experience in management and entrepreneurship, Jacqui brings a depth of real world experience to her clients and audiences and has vast experience presenting and mentoring Entrepreneurs. After building multiple businesses, she is no stranger to the challenges of owning a business and is an advocate of building powerful networks to leverage one’s success. Jacqui offers results driven workshops and programmes and personalised business mentoring to a broad range of clients from potential entrepreneurs, small businesses, multi-nationals, development agencies, state agencies, schools, colleges, community development and voluntary groups. As well as providing a one to one mentoring service Jacqui has also designed and delivered a range of business related programmes, which help participants to manage both themselves and their business more successfully into the future.

#### Course Objectives & Outline

<table>
<thead>
<tr>
<th>Syllabus:</th>
<th>Module 1 Self Assessment/Start Your Own Business</th>
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<tbody>
<tr>
<td>1.</td>
<td>Entrepreneurship – what is it?</td>
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<tr>
<td>2.</td>
<td>Personal Skills Analysis</td>
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<tr>
<td>3.</td>
<td>Steps to Starting a Business</td>
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<td>4.</td>
<td>Reasons for small business success &amp; failure</td>
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<td>5.</td>
<td>Reasons for starting a business</td>
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<td>6.</td>
<td>Understand how to develop and idea</td>
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<td>7.</td>
<td>Networks of support &amp; advice</td>
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**Aim:** To Introduce participants to Entrepreneurship & Self-Employment

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<thead>
<tr>
<th></th>
<th>Module 2 Legal Issues for Start Ups</th>
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<tbody>
<tr>
<td>1.</td>
<td>Guide to Legal Structures</td>
</tr>
<tr>
<td>2.</td>
<td>Employment Law – A Quick Guide</td>
</tr>
<tr>
<td>3.</td>
<td>Contracts</td>
</tr>
<tr>
<td>4.</td>
<td>Insurance</td>
</tr>
<tr>
<td>5.</td>
<td>Registering a Business Name</td>
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<tr>
<td>6.</td>
<td>Tax Requirements</td>
</tr>
<tr>
<td>7.</td>
<td>VAT, PAYE, PRSI</td>
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<tr>
<td>8.</td>
<td>Opening a business bank account</td>
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**Aim:** To Introduce the participants to the legal aspects of setting up and managing a small business and the tax obligations to Revenue.

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<tr>
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<th>Module 3 Taxation</th>
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<tbody>
<tr>
<td>1.</td>
<td>VAT registration and returns</td>
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<tr>
<td>2.</td>
<td>Income Tax / PRSI / USC obligations and calculations</td>
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3. **Introduction to Corporation Tax**  
Aim: Understand what VAT and income tax obligations I have, how to calculate these and how to submit and report on these.

**Module 4 Preparing a Business Plan**  
1. Why develop and Business Plan?  
2. Main elements of a Business Plan  
3. Setting Goals & Objectives  
4. Reviewing the Business Plan  
Aim: Introduction to the Business Planning process

**Module 5 Researching the Market**  
1. Market Research Methods  
2. Sources of information, including internet  
3. Secondary Research  
4. Primary Research  
5. Price in the context of marketing  
6. Place/location  
7. Carrying out PESTLE & SWOT analysis  
8. Using the web to access marketing information  
Aim: Understand the principles and techniques of market research

**Module 6 Marketing for the Small Business – An Introduction**  
1. Introduction to Marketing  
2. The 4 P’s  
3. Market Environment  
4. Market Size & Trends  
5. Product/Service Comparison  
6. Identifying and meeting customer needs  
7. Developing a Marketing Plan  
8. Promotion for Start Ups including e- marketing  
Aim: Introduce marketing and highlight its importance to the small business

**Module 7 Finance**  
1. Introduction to small business finance  
2. Drawings & Personal Budget  
3. Business Costs  
4. Pricing / incentives  
5. Break even analysis  
6. Accounting options & MIS systems  
Aim: Introduce basic financial principles such as understanding business costs, minimum requirements to survive, pricing and incentive techniques.

**Module 8 Basic Bookkeeping**  
1. Books & book keeping  
2. Bank reconciliation  
3. Cash-flow Forecast  
4. Profit & Loss Account  
5. Balance Sheet
6. Budgeting / Setting financial targets for the business

Aim: How to prepare a basic set of accounts for a business plan and for ongoing performance reporting and forecasting for a business

Module 9 Use of Social Media in the development of a small business and an introduction to
- Twitter,
- Pinterest,
- Facebook,
- Blogging,
- Google +, LinkedIn and in sending newsletters.

Module 10 Sales
1. Building on Market Research, identifying sales targets
2. Sources & Uses of Funding
3. Developing a Sales Action Plan
4. Selling & Approach
5. Customer service & after care

Aim: Learning sales, market development and customer relationship building skills.

Programme Objectives:
1. How to research and assess new business ideas
2. Understanding the practical start-up issues
3. How to get help in developing the business
4. Understanding a business plan, its content and format
5. How to raise money
6. How to deal with the legal issues facing new businesses

Participants will
- Examine the skill required to become an entrepreneur
- Understand how to develop a business idea and decide on the type of business structure most suitable to their needs
- Plan a business, taking account of external and regulatory factors
- Conduct a market analysis
- Compose a business plan and marketing plan.

Training Methodology: A variety of methodologies will be used, including
- lecture/presentation,
- discussions,
- group work,
- video discussions/presentations,
- question and answers,
- small and large group exercises,
- role plays and simulations along with follow-up on-line assistance.
| **Main outcomes:**   | Upon completion of this programme, participants will be able to:  
|                    | **Self-assess** their individual characteristics in relation to the requirements of entrepreneurship and determine if they are prepared to become an entrepreneur. **Compare** the potential of different business ideas.  
|                    | **Perform** SWOT analyses and apply them to competitors and participants own business and even yourself. **Analyse** the local environment for designing marketing strategies that will lead to financial sustainability of your own small business.  
|                    | **Prepare** book-keeping requirements for small businesses, understand critical KPI’s and calculate taxation liabilities.  
|                    | **Plan**, budget and complete timely reviews and take appropriate positive action.  
| **How to Book:**   | Book and pay online at: [www.localenterprise.ie/wicklow](http://www.localenterprise.ie/wicklow)  
|                    | Direct link to this course:  
|                    | If you wish to pay by cash/cheque please call Tamara on 0404 30800 |