Oifig Fiontair Áitiúil
Local Enterprise Office

Local Enterprise Office Wicklow
...Let's talk business

TRAINING COURSE OUTLINE – Local Enterprise Office Wicklow	
Course Title:	**Start Your Own Business**
Course Duration:	10 night programme; **7pm-10pm**
Dates:	**Course 1:** Tuesday 11th September – 13th November 2018 at Wicklow County Campus, Rathnew **Course 2:** Wednesday 10th October – 12th December 2018 at Glenview Hotel, Glen of the Downes.
Venue:	Course 1: Wicklow County Campus, Rathnew Course 2: Glenview Hotel, Glen of the Downes
Cost:	€90
Trainer 's Names:	The Entrepreneurs Academy team: Muireann Fitzmaurice (Idea Generation, Marketing and Business Planning), Noel Davidson (IT for Small Business session), Maria Watson (Legal issues for start-ups), Clare Fay (all finance sessions), Michael Keogh (Market Research) and Nevin Cody (Sales and Negotiation)/Phil Kildea (Sales and Negotiation).
Training Company:	The Entrepreneurs Academy
Qualifications and Background of *delivering* Trainer:	The Entrepreneurs Academy was established in 1998 with the sole objective of supporting Irish entrepreneurs to establish in business, through the delivery of Start Your Own Business programmes. Demand-driven, the company now delivers a range of programmes focused on getting people started in business and staying in business. The Entrepreneur Academy has 18 years experience of educating people to establish their own business and drive them forward through Accelerator programmes. The Entrepreneurs Academy have a proven track record in quality and on-time delivery of top-end enterprise projects, research, mentoring and training programmes. The Entrepreneur s Academy trainers and mentors are all experienced entrepreneurs who bring years of practical knowledge and experience to assignments. The Entrepreneurs Academy was awarded the FAS Excellence Through People Award and is registered with QQI, to offer programmes leading to QQI awards in the National Framework of Qualifications.
Course Objectives & Outline Syllabus:	**Programme Objectives:** The objective of the Start Your Own Business programme is to assist participants in assessing the viability of business ideas and in understanding the essential elements required to start up and run their own businesses. Course objectives: 1. Understand what is required of an individual to start their own business 2. Know the process of idea generation and how to assess an idea for profitability and success 3. How to research and assess new business ideas particularly using on-line tools which are quicker, less costly and often more effective 4. Learn how to market and sell

5. Understand the concepts of business finances and the importance of cash-flow management
6. Gain information on possible sources of funding
7. Learn about the legal aspects of business formation, including health and safety and insurance considerations
8. Evaluate their own "Elevator Pitch" re their business idea/concept
9. Understand how to prepare and assess a business plan
10. Understand the importance of technology in gaining competitive advantage, including E-Commerce, social media etc.

Outline Syllabus:

Supporting The Long Term Success of the Business	Growing and Developing the Business	Controlling the Growth of the Business
1. Generating and Refining Your Idea/ The Fundamentals of Starting Up a Business 2. Legal Issues for Start-Ups 3. Business Planning	1. Marketing for Small Business- Developing a Marketing Plan 2. Researching the Market 3. Sales Targets – Developing a Sales Plan 4. IT Issues for Start-ups	1. Basic bookkeeping & VAT 2. Cash flow management, pricing and breakeven 3. Tax, The Financial Plan and Sources of Finance
Total 3 workshops	**Total 4 Workshops**	**Total 3 Workshops**

Training Methodology:

Session content will include a combination of the following methods: *online activities and exercises, individual and pair & group exercises, discussion & written exercises, case studies & examples on handouts, & work with a flipchart/LCD projector/Smartboard (depending on availability).*

In each session, the concept of innovation is referred to. Participants will be encouraged that they do not have to reinvent their product or service, but perhaps take an alternative approach to their business model. Developing new operational techniques to improve efficiencies in a long-established industry, for example. Networking amongst participants and implementation of the Business Plan will also be encouraged and facilitated through in-workshop group activities, emails from The Entrepreneur Academy team and through Moodle (online classroom that will be set up for them). In addition to training materials and hand-outs distributed to participants, trainers will give reference materials to participants, some of which can be sourced on their online classroom site that will be set up for them by The Entrepreneurs Academy.

How to Book:	**Book and pay online at:** **www.localenterprise.ie/wicklow** Direct link to this course: https://www.localenterprise.ie/Wicklow/Training-Events/ *If you wish to pay by cash/cheque please call 0404 30800*