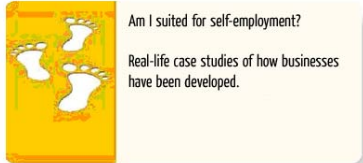


# Start Your Own Business

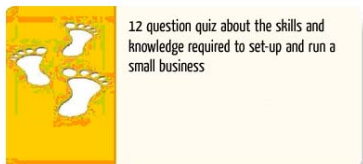
Aimed at entrepreneurs in the 'start-up' or early phase of business development.

## □ Becoming Self-employed - Module 1



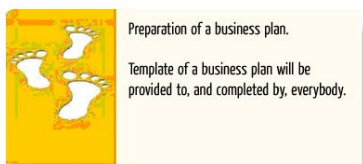
The opening section of the training programme will introduce the participants to the idea of self-employment, e.g. what is involved in becoming self-employed and what does it really mean for me? It will also explore the characteristics of entrepreneurs and will discuss the principals skills needed to start-up and run a business. Real-life case studies of Irish entrepreneurs and businesses in the will be presented to give practical examples of how ideas can be developed from pre-start-up to the operational stage.

## □ Business Skills for Self-Employment - Module 1



This will incorporate a 'twelve question quiz', designed to explore many of the issues involved in self-employment and technical skills required for setting-up a small business, e.g. financial skills, personnel management, marketing and time management. The quiz will also serve as a means of identifying the most relevant topics to be addressed during the training programme, to ensure the needs of the participants are met.

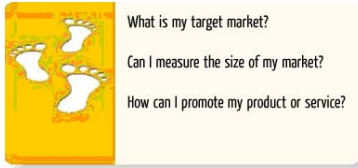
## □ Business Planning - Module 2 (and ongoing)



This introduces the role of Business Planning, an issue which will form an integral part of the overall course. A template for a business plan will be provided to each participant and this will be discussed during the opening section of the module. Each participant will have developed a Business Plan by the end of the course. This section will also discuss methods of assessing the feasibility of new ideas through initial market research, financial projections, break-even analysis and possible sources of finance. The topics discussed in this section will be reviewed throughout the programme.



□ **Marketing - Module 3**

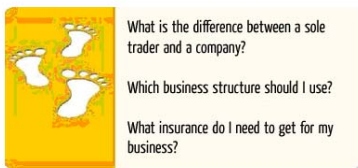


The aim of this topic is to introduce the participants to the principles of marketing for small businesses. Examples of some of the items to be addressed include the following:

- Understanding what marketing means
- How to identify and analyse my target market and customers
- Branding and packaging decisions
- Customer service skills
- Identify the benefits of my product or service

This is a very practical session, at the end of which, the participants will have the roots of a marketing plan, which will be re-visited at various times during the remainder of the training programme.

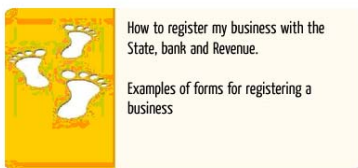
□ **Business Structures and Insurance - Module 4**



This section will explain the process of establishing a small business. It will include a review of the different business structures available and the advantages and disadvantages of each. The participants will be brought through an exercise showing how to establish a sole trader and limited company and decide on the most appropriate structure to their needs.

This section will also discuss business insurance requirements and costs, including a description of the various types of insurance, e.g. public liability, property, professional indemnity, employer's liability, etc.

□ **Registering Your Business - Module 4**

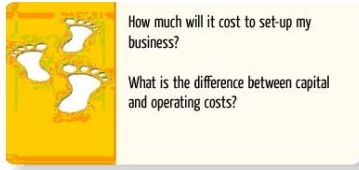


This section will provide practical working examples on topics such as:

- Registering trademarks, designs and copyright
- Registering a business name
- Opening a bank account
- Registering with revenue.

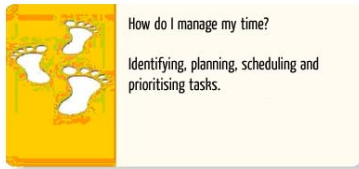


□ **Financial Management - Module 5**



The first part of this section will discuss the capital and operating costs, identified during the Business Planning session. The operating costs will be used to develop costing policies and break-even points for the proposed businesses. The second section will introduce the participants to the basic record keeping and bookkeeping systems required for a small business.

□ **Personal and Business Time Management - Module 6**



This topic provides an open discussion on how to manage the personal issues arising from running a small business - ensuring the most efficient use of time and establishing a healthy balance between working and personal life. The items to be discussed will include the following, e.g., reviewing your business and personal schedule, prioritising, delegating, eliminating the urgent, prioritising roles, setting and sticking to limits.

□ **Personnel Management - Module 6**



This section will introduce the participants to the issues involved in personnel management including, for example, identifying your staffing needs, writing a job description, recruiting staff, interviewing techniques. The module will also provide an introduction to the rights and responsibilities of employers and employees under employment legislation.

