



**50+ Start Your  
Own Business  
Training  
Programme**



<p><b>Programme Aim:</b></p>	<p>To provide participants with an introduction to the essential elements required to start up and run their own businesses effectively, with special emphasis on the over 50s</p>
<p><b>Programme Objectives:</b></p>	<ol style="list-style-type: none"> <li>1. To introduce participants to enterprise, self employment, life planning, goal setting for the over 50s</li> <li>2. To explore particular issues in relation to over 50's</li> <li>3. To provide a practical understanding of the start-up issues</li> <li>4. To explore how to research and assess new business ideas</li> <li>5. To support developing a business plan</li> <li>6. To develop an understanding of marketing &amp; sales</li> <li>7. To develop an understanding of how to plan &amp; manage finance</li> <li>8. To explore methods of raising business funding</li> <li>9. To explore the practical legal issues facing new businesses</li> <li>10. To raise awareness of the importance of ICT and innovation</li> </ol>
<p><b>Outline Syllabus:</b></p>	<p><b><u>Session 1: Entrepreneurship</u></b></p> <ul style="list-style-type: none"> <li>○ Is now a good time to start? – Economic overview</li> <li>○ Key characteristics of a Successful Entrepreneurs</li> <li>○ Self Assessment &amp; Personal SWOT analysis</li> <li>○ From employment to self employment – walking the tightrope without a safety net</li> <li>○ What makes a successful business?</li> <li>○ What does success in business mean for you?</li> <li>○ What is your Primary Aim?</li> </ul> <p><b><u>Session 2. Researching the market</u></b></p> <ul style="list-style-type: none"> <li>○ Introduction to the fundamentals of Market Research</li> <li>○ Why conduct Market Research?</li> <li>○ What to research e.g. competitors, customers, market size etc</li> <li>○ Research Types – Primary, Secondary, Qualitative &amp; Quantitative</li> </ul>

- Practical approach to Market Research
- Most common Research Methods
- Where to find Market Research information?
- Carrying out a PEST analysis and SWOT analysis.

### **Module 3. Legal issues for start ups**

- Guide to legal structures – Sole Trader/ Partnership Vs Limited Company
- Registration of a Limited Company or business name
- Opening a business bank account
- Legal Issues – Employment Law & Contract Law
- Insurance

### **Session 4. Preparation of a business plan and Risk Management**

- What is a Business Plan?
- Why Develop a Business Plan?
- Business Plan Uses & Users
- Business Plan Format & Layout
- Developing a Succession & Exit Strategy
- Introduction to Risk Management
- Creating a Risk Management Plan

### **Session 5. Financing, Succession & Cashflow**

- Calculating your Initial Necessary Investment
- Sources of finance
- Approaching financiers
- Finance types
- When will you get your payback?
- Costing
- Sales Forecasting
- Cashflow & Projections

### **Session 6. Finance & Basic Bookkeeping**

- Introduction to Bookkeeping & Books of Prime Entry
- Pricing
- Break even analysis
- Accounting options & MIS systems
- Working Capital Management
- Debt Collection
- Introduction to finance for Small Business - Profit and loss & Balance sheet

### **Module 7. Introduction to Taxation**

- Introduction to Taxation
- Registration for Taxation
- Principle Relevant Taxation Types
  - Income Tax
  - Corporation Tax
  - VAT
  - PAYE

	<ul style="list-style-type: none"> <li>○ PRSI</li> <li>○ Availing of Tax Exemption for Start Up Companies</li> <li>○ Implications of being Self Employed from a Social Welfare &amp; Pension perspective</li> <li>○ Choosing a Professional Advisor</li> </ul> <p><b><u>Session 8. Marketing for Small Businesses</u></b></p> <ul style="list-style-type: none"> <li>○ Introduction to marketing</li> <li>○ Differences between marketing Products &amp; Services</li> <li>○ The 4 P'S</li> <li>○ Advertising</li> <li>○ Features Vs benefits – What to Advertise</li> <li>○ Digital Marketing - E-mail, Web &amp; Social Media</li> <li>○ Developing an integrated marketing plan and action plan</li> </ul> <p><b><u>Session 9. Sales &amp; ICT</u></b></p> <ul style="list-style-type: none"> <li>○ Your sales role as a business owner</li> <li>○ Networking</li> <li>○ Sales pipeline management</li> <li>○ Developing a sales plan</li> <li>○ Introduction to sales</li> <li>○ Integrating sales process with a customer service and customer care programme.</li> <li>○ Top Business software programmes</li> <li>○ Useful online supports &amp; tools</li> <li>○ Glossary of IT terms</li> </ul>
<p><b>Certification (Optional):</b></p>	<p>Certificate of Attendance FETAC Level 5 Start Your Own Business Module Component (Optional)</p>

**Cost:**

€100 per participant to include course material. To apply for this course please complete the attached booking form and return to: Peggy McGlynn, Louth County Enterprise Board, Quayside Business Park, Mill St Dundalk Co Louth Tel 042-9327099, Fax 042-9327101 email [pmcglynn@lceb.ie](mailto:pmcglynn@lceb.ie) www.lceb.ie

**Start Your Own Business Training Schedule ( 9-week duration)**

**Dundalk**

Dates:            Saturday 10 Sept  
                       Saturday 17 Sept  
                       Saturday 24 Sept  
                       Saturday 1 Oct  
                       Saturday 8 Oct  
                       Saturday 15 Oct  
                       Saturday 22 Oct  
                       Saturday 5 Nov  
                       Saturday 12 Nov

\*No training on Bank Holiday Saturday 29 Oct

**Time:09.30-1.00pm**

**Location: Crowne Plaza Hotel Dundalk**