



START YOUR OWN BUSINESS COURSE

Suitable for: Any person considering self-employment or recently started in a new business

Venue: Inishowen Development Partnership Buncrana

2 day Workshop - 9.15 a.m to 4.30p.m. (if half hour lunch)

Cost €20 for both days

COURSE CONTENT

1. **Personal suitability for business**, the **skills** that **Entrepreneurs** need, the motivation for starting a business.
2. What type of business will I start and where do good **ideas** come from?
3. **Introduction to the “Business Planning process”** and reasons to produce a Business Plan.
4. **Legal obligations** - Legal Agreements & Contracts (licences, insurance, tenancy agreements etc).
5. Deciding the right **Structure for my business**, (Sole Trader, Limited Company or Partnership).
6. **Registering my Business with Revenue** for Income Tax, VAT, Employer, TR1 form.
7. **Marketing & Promotion of the business** – Logo, Slogan, Advertising, using the right promotional tools (e.g. Facebook, Print materials, one-to-one referrals, local media to include newspapers, publications, local radio etc.) to promoting my business and to reach the target audience, including what I need to be mindful of with regard to “customer care”
8. **Doing market research**; determining the gap in the market, finding the niche, finding out what customers want, where the customers are, who the competitors are and what they are prepared to pay for the product/service on offer.
9. **Sales & Selling skills**
10. How to **register my Business Name**?
11. **Costing and pricing my product or service**; time spent, materials, competitor rates, customer types (e.g. disposable income levels) distribution charges, VAT etc.
12. **Employing staff** - the real cost of employing someone – building all these costs into the financial projections to determine viability.
13. **Finding Funding/Capital** for my business to assist with start-up costs.
14. **Opening a business Bank Account**. Creating a good relationship with the Bank (lending institute), Accountant and significant others to manage the business more effectively.
15. **How to find out if I am making money** – controlling managing and reporting company finances. Consider systems for managing credit control, collecting debts and tax planning (Income Tax, Business Tax Relief, PAYE, USC levy, PRSI rates etc).
16. **Making contact with an Accountant at the early stages of business and the importance of setting up work systems (including the use of IT systems)** and of keeping good records and of managing administration tasks effectively.
17. **Preparing a full Business Plan (Back to Work Enterprise Business Plan Workbook)** which is used to supply information about the business to all Agencies with which there is contact, or in order to secure finance.

IMPORTANT: Please bring Pen, Paper and Lunch. Tea & Coffee will be provided at the Venue.



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An Roinn Forbartha
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Comhairle Contae
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Enterprise Training Board



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