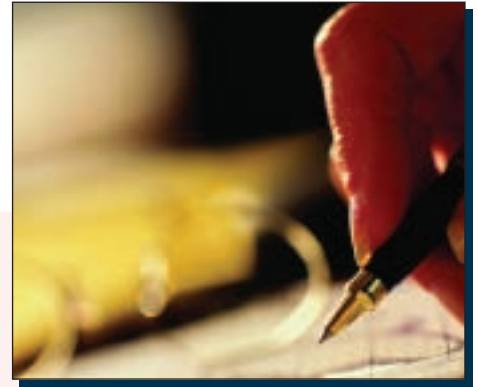




Cavan County
Enterprise Board

Training Courses
for Start - Up
and Small Businesses

Spring 2009



CONTENTS

Courses

	Page
SAGE Computerised Accounts – Introduction	3
Improve Your SAGE Skills	3
Accounting Using Excel	3
Basic Book Keeping	3
Taxation & Financial Management for Small Business	4
Website Marketing & Optimisation	4
Retaining Your Customers.....	4
How to Get Paid on Time	4
New Product & Service Development	5
Start Your Own Business	5
Start Your Own Business (Women Specific)	5
Costing & Pricing	5
How to Tender Successfully	6
Increasing your Sales	6



SAGE Computerised Accounts - Introduction



Aimed at: Aimed at new users of the SAGE package, the course should cover all the basics of the SAGE system, from basic installation and setup to invoicing.

Objectives: To enable participants to computerise their bookkeeping and management information systems using SAGE Accounting Software.

Contents:

1. Computerise manual accounting procedures
2. Enter transactions into the various modules
3. Reconcile bank accounts
4. Run a number of management reports on the performance of the business
5. Do VAT returns
6. Back up and store data correctly

Includes: Two on-site visits

Date: Commencing January 2009
(4 evening workshops)

Time: 7.00pm to 10.00pm

Cost: €75

Course Code: SA2009/2/01

Improve Your SAGE Skills



Aimed at: This course is aimed at those who have a basic working knowledge of SAGE. The course should build on the basic skills, exploring the functionality of the package and accessing management information on the package.

Objectives: To enable existing users of Sage Accounts Software to use the advanced functionality of the software.

Contents:

1. Process Recurring Entries
2. Process Prepayments and Accruals
3. Bad Debt / Write offs and Contra Entries
4. Cash Flow and Bank Reconciliation
5. Management Reports
6. VAT
7. Month Ends and Year Ends

Includes: One on-site visit

Date: Commencing January 2009
(4 evening workshops)

Time: 7.00pm to 10.00pm

Cost: €60

Course Code: SA2009/2/02

Basic Book Keeping



Aimed at: Owner/Managers commencing in business.

Objectives: The course will provide participants with a basic understanding of book keeping, taxation, VAT, financial statements and the skills to interpret financial information.

Contents:

1. Registration with Revenue
2. VAT
3. PAYE/PRSI
4. Setting Up & Maintaining Books & Records
5. Bank Reconciliation
6. Extracting Information from Accounts
7. Financial Analysis of Accounts

Date: Commencing February 2009
(4 evening workshops)

Time: 7.00pm to 10.00pm

Cost: €40

Course Code: BB2009/2/04

Accounting Using Excel



Aimed at: Those with basic Excel skills who wish to explore the package further.

Objectives: To provide participants with a more in-depth knowledge of the functions of Excel and use Excel to maintain their day to day business accounts.

Contents:

1. Overview of basic books of accounts & record keeping
2. Using Excel to prepare daybooks (cash receipts, cheque payments, sales book etc)
3. Preparation of VAT return using Excel spreadsheets
4. Preparing a bank reconciliation using Excel
5. Extracting key information for reporting purposes
6. Introducing computerised packages

Includes: One on-site visit

Date: February 2009
(3 evening workshops)

Time: 7.00pm to 10.00pm

Cost: €40

Course Code: AE2009/2/03

Taxation & Financial Management for Small Business

Aimed at: Owners/Managers/Key Personnel of small business.

Objectives: The course will focus on areas including tax effectiveness and savings, tax compliance (returns and payments), book keeping systems, cash flow and financial management practices.

Contents:

1. The Irish Tax System & Self Assessment
2. Maintaining Books & Records/Taxation
3. Employment & VAT Taxes
4. Income & Corporation Tax
5. Revenue & Operational Issues
6. Financial Management in Small Business

Date: Commencing February 2009
(6 evening workshops)

Time: 7.00pm to 10.00pm

Cost: €50

Course Code: TX2009/2/05

Website Marketing & Optimisation

Aimed at: Owners/Managers of small business who would like to improve their business through enhancing their websites.

Objectives: Training will introduce participants to selling on the internet. Participants will learn how to achieve high rankings for their website, manage online ad campaigns and improve conversion rates.

Contents:

1. Understanding the Internet
2. Website Optimisation
3. Search Engine Optimisation
4. Pay per click ads, benefits & costs
5. Blogs & RSS
6. Content Management
7. Understanding Ecommerce

Includes: one on-site visit

Date: Commencing March 2009
(4 evening workshops)

Time: 7.00pm to 10.00pm

Cost: €50

Course Code: WM2009/2/15

Retaining Your Customers

Aimed at: Owner/Managers or those responsible for marketing/sales within the business.

Objectives: This course will provide participants with the knowledge and tools to retain their customer base and build customer loyalty.

Contents:

1. Communicating with Your Customer
2. What Customers Want
3. Features, benefits & Value
4. Customer Incentives
5. Promotional Tools

Includes: One on-site visit

Date: Commencing February 2009
(3 evening workshops)

Time: 7.00pm to 10.00pm

Cost: €40

Course Code: RC2009/2/10

How to Get Paid on Time

Aimed at: Owner/Managers or accounts staff of small businesses who are responsible for credit control related issues.

Objectives: This course will provide participants with the necessary skills to effectively collect business debts as they fall due and how to deal with slow or non paying customers. It will also cover the handling of new accounts and the impact of credit control on cashflow.

Contents:

1. Addressing issues faced in downturn
2. Highlighting ways of ensuring payment
3. Managing levels of credit
4. New customers, minimising credit risk
5. Compiling and using information to manage debtors

Includes: One on-site visit

Date: Commencing March 2009
(2 evening workshops)

Time: 7.00pm to 10.00pm

Cost: €30

Course Code: GP2009/2/12

New Product & Service Development



Aimed at: Owner/small business owners who want to look at developing new products or services and assessing their viability.

Objectives: This course will help participants focus on practical and achievable projects and begin the process of transforming ideas into new product development reality.

Contents:

1. New product development process
2. Idea generation
3. Sources of business ideas
4. Identifying achievable ideas
5. Fostering creativity
6. Making ideas real

Date: Commencing January 2009
(1 Day)

Time: 9.30am to 5.00pm

Cost: €25

Course Code: NP2009/2/06

Costing & Pricing



Aimed at: Owner/Managers of small businesses

Objectives: Participants will understand how to cost their product/service and the link between costs and business viability.

Contents:

1. Calculate product/service cost
2. Establishing costing procedures
3. Understanding nature and behaviour of costs
4. Assessing pricing procedures
5. Pricing tactics

Date: Commencing February 2009
(2 evening workshops)

Time: 7.00pm to 10.00pm

Cost: €30

Course Code: CP2009/2/09

Start Your Own Business



Aimed at: Individuals thinking of starting a business or at the very early stage of start-up.

Contents:

1. Self Assessment/Starting Your Own Business
2. Legal Issues for Start Ups
3. Preparing a business plan
4. Marketing for the Small Business
5. Researching the Market
6. Sales
7. Finance
8. Basic Bookkeeping

Includes: 1 individual consultation clinic

Date: Commencing January 2009
(8 evening workshops)

Time: 7.00pm to 10.00pm

Cost: €50

Course Code: SB2009/2/07

Start Your Own Business (Women Specific)



Aimed at: Women thinking of starting a business or at the very early stage of start-up.

Contents:

1. Self Assessment/Starting Your Own Business
2. Legal Issues for Start Ups
3. Preparing a business plan
4. Marketing for the Small Business
5. Researching the Market
6. Sales
7. Finance
8. Basic Bookkeeping
9. Managing Work/Life Balance

Includes: 1 individual consultation clinic

Date: Commencing January 2009
(8 evening workshops)

Time: 7.00pm to 10.00pm

Cost: €50

Course Code: SW2009/2/08

How to Tender Successfully



Aimed at: Owner/Managers or those staff responsible for preparing and submitting tenders.

Objectives: The aim of this workshop is to improve participant's ability to prepare and submit winning tenders.

Contents:

1. How public sector & private companies buy their goods and services
2. How to source & assess opportunities
3. The types of tender & key stages in tender process
4. What buyers are looking for
5. How to develop a clear systematic process from pre-qualification to a winning presentation

Date: Commencing March 2009
(1 day)

Time: 9.30am to 5.00pm

Cost: €25

Course Code: TS2009/2/11

Increasing Your Sales



Aimed at: Owner/Managers or those staff members responsible for sales within the business.

Objectives: This workshop will focus on effective techniques to increase sales. It will give an understanding of the sales process, prospecting, negotiating, closing the sale etc.

Contents:

1. Overview of the selling process
2. Prospecting – identifying new business opportunities
3. Sales pitch, delivering a sales presentation
4. Engaging with the customer, motivating to buy
5. Handling objections
6. Closing techniques

Date: Commencing March 2009
(1 day)

Time: 9.30am to 5.00pm

Cost: €25

Course Code: IS2009/2/13

For Further Information please contact:

Sharon or Marcella,
Cavan County Enterprise Board,
Cavan Innovation & Technology Centre,
Dublin Road,
Cavan.

Phone: 049 4377200

Fax: 049 4377250

Email: info@cceb.ie

Website: www.cavanenterprise.ie

Please note that preference for places will be granted to micro-enterprises i.e. enterprises having no greater than 10 employees.

Promoting Enterprise in County Cavan

Cavan County Enterprise Board was established by the Irish Government in 1993 to promote enterprise and assist the development of small business. Cavan County Enterprise Board offers a range of supports including financial assistance, business training, mentoring, advice and information to start up and existing businesses.



Tech-Check is a programme where you can access independent expert advice on the most effective use of your existing technology as well as practical suggestions on how you can improve the efficiency of your business through better use of technology.

If you would like to book a Technology Check up please

contact James Fox on (049) 43 77200 or email jamesfox@cceb.ie.

Further details including application forms are available on www.cavanenterprise.ie



Cavan County Enterprise Board

Business Name:

Business Description:

Address:

Number of Employees:

Course Name(s):

Signed:

Print Name:

Participant Name 1:

Participant Name 2:

Business Tel:

Mobile:

Email:

Website:

Course Code:

Date:

Position/Title:

DO YOU WISH TO BE INVOICED FOR THE DUE AMOUNT?

Please return this form with payment (cheques to be made payable to 'Cavan County Enterprise Board') to:

Cavan County Enterprise Board,
Cavan Innovation & Technology Centre,
Dublin Rd,
Cavan.
Tel.: 049 4377200
Fax: 049 4377250

NOTE: Places are limited on all courses and will be filled on a first come first served basis with priority granted to micro-enterprises (i.e. enterprises having no greater than 10 employees). With the exception of the start your own business programmes all courses are designed for owner/managers and employees of existing commercial enterprises in the county. No more than one participant from any one company can be accepted on an individual programme unless extra places become available.

TERMS & CONDITIONS

We reserve the right to alter, change or cancel the programme due to unforeseen circumstances.

Payment must be received before the start of any programme and written confirmation will be provided to those who have secured a place on a course.

**Cavan County Enterprise Board,
Cavan Innovation & Technology Centre,
Dublin Rd,
Cavan.**

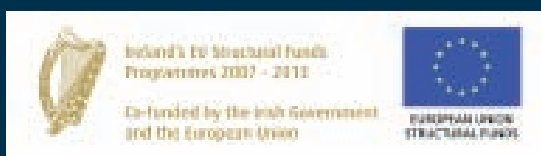
Tel.: 049 4377200

Fax: 049 4377250

Please note all training will take place at Cavan Innovation & Technology Centre, Dublin Road, Cavan

All training is subject to change

For more information on Cavan County Enterprise Board please log on to www.cavanenterprise.ie



Cavan County Enterprise Board is funded by the Irish Government and Part financed by the European Union under the National Development Plan 2007-2013.