START YOUR OWN BUSINESS

Course Code: CT1920020

TRAINING OUTLINE

Training may be delivered as series of six by 3 hour workshops or via blended learning, comprising three workshops and additional elearning modules. Topics covered during training are designed to equip an entrepreneur with the know-how to get their businesses off the ground.

At the end of training, participants will:
• Understand the implications of being a sole trader as opposed to a company director
• Understand how to research and validate their business ideas
• Understand the steps involved in setting up a company
• Explain how to develop a product or services mix
• Explain how to write a business plan to suit the needs of different stakeholders such as banks and funders
• Explain how set pricing, promotional and distribution strategies
• Understand the legal and practical implications of employing staff
• Understand the human resource management process from recruitment and selection through to termination of employment
• Understand the four elements of financial management and sources of funding and support for start-up businesses in Ireland
• Explain the importance of branding in developing a successful business

Training participants will receive access to CramdenTECH's business start-up toolkits to help them to apply what they have learned in their enterprise start-ups.

TRAINING OVERVIEW

Delivery Mode: Workshop
Contact Hours: 18
Completion Certificate: Yes

PARTICIPANT PROFILE

This workshop is suitable for potential business owners or business start-up co-founders.