

Nua Training & Development

- * Training and Mentoring
- * SYOB
- * Financial Management
- * Taxation
- * Book-keeping
- * Business Plans
- * Big Red Book



Sheila Anne O'Leary

West Cork Business Services

Book-keeping, Accounting and Taxation Services
Registered Tax Agent
Extensive Client List of over 250 SMEs
Board Member of Skibbereen Credit Union
Board Member of West Cork MABS

Business Trainer & Mentor

Qualifications

- * Accounting Technician
- * Certificate in Training and Development
- * Certificate in Management
- * Certified NLP Practitioner
- * Quality Management
- * Project Management
- * Managing People

CLIENTS

- LEOs Cork, Kerry & Limerick
- West Cork Development
- Back to Work Enterprise
- Private Companies

RETAIL DEVELOPMENT PROGRAMME DELIVERABLES

Business Canvas/Plan
Budgeting
Financial Projections
Costing and Pricing
Sales Strategy
Stock Control

Key Performance Indicators (KPIs)

Leadership Skills
Communications
Customer Care
Selling Skills
Action Planning
Time Management

Co-founder of a luxury bags and belts business in 1988
www.holdenleathergoods.com

Originally a handbag designer



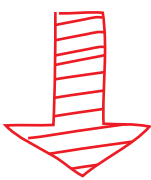
Jackie Gowran

Exhibited in trade fairs in Ireland, UK, & Germany 1990-2000

Sparán Síoda
Owned retail shop 1991-2000

Freelance merchandising and display from 2000

Devised and implemented nationwide merchandising strategy for Louis Mulcahy Pottery



Qualifications

- * Leather goods Production & Manufacture
- * Human Resource Management
- * Communication
- * Digital Marketing
- * LinkedIn (Train the Trainer)

Areas of Expertise

- Start Ups
- Merchandising
- Strategic Planning
- Brand Development
- Marketing and Sales
- Digital Strategies
- Product Development

CLIENTS

- LEOs Cork & Kerry
- Enterprise Ireland
- Cork City Partnership
- Private Companies

RETAIL DEVELOPMENT PROGRAMME DELIVERABLES

Product Knowledge
 Product Mix
 Strategic Buying
 Merchandising and Display Techniques

Promotional Materials
 Merchandising and display
 Strategic Planning
 Target Market Identification

RESOURCES FOR RETAIL DEVELOPMENT PROGRAMME PARTICIPANTS

Business Management Manual

A comprehensive manual, complete with visuals, examples and additional information, it is an invaluable guide and reference.



Business Plan Templates

Business Plan questionnaire and instructions
(to assess current position and gaps to be addressed)
Business Plan Canvas
Business Plan Template



Financial Spreadsheet Templates

Personal Budget
Costing templates
Projections: Cashflow, Profit and Loss, Balance Sheet



Coaching & Mentoring

Instore merchandising, display and product mix demonstration
Sales targets and margins
Buying Skills Development
Detailed action plan for each retail outlet

Marketing Templates

PESTLE and SWOT analyses
Marketing Plan
Design Template to establish brief for brand and website development

Strategic Planning

Resources Template
Posters outlining the business journey from Market Research, Business Plan, Marketing, Finance, Strategic Planning (see appendix 3)



ACTION PLAN

- * Directly after each session, participants are sent an email, which highlights the related action plan required to complete their Business Plan.
- * Actions are supported by pdf files of relevant poster and power point to remind participants of key information
- * Participants are encouraged to archive the emails and use them in conjunction with the Programme manual to embed the learning from the sessions and maximise the benefit of the programme or as a future reference guide