

Create Your Online Business

Free Your Entrepreneurial Spirit

A practical, high-energy programme
designed to take concept to market



Create Your Online Business

The Create Your Online Business Programme is an exciting new course that takes you from business concept to business ready in four months. It features a combination of highly interactive workshop sessions alongside tailored private mentoring. As the programme progresses, so does your business. Our goal is for you to have a professional website, branding and a high spec business plan at the end of the programme.

Eden Training has brought together an accomplished team of experts to ensure you get the best possible results. The programme provides training that is essential to running a successful enterprise including; market research; strategic planning; financial management; marketing and operational management. Experts in the areas of graphic and web design will work closely with you to help build a quality website and brand image.

The programme also features guest speakers from a range of business disciplines. You will be meeting successful internet entrepreneurs along with grant aid bodies, financiers, legal specialists and export advisors.

Duration

This course will run each Saturday for 16 weeks from 11:00-17:00. Each session will bring participants through areas such as Introduction to Business Planning, Financial Management, Branding, Website Development & Marketing (see overleaf for detailed module contents). Sessions will consist of tutor led lectures and class work, formation of project groups within the class. Dates of our next offering are available on our web site www.eden.ie.

Certification

On successful completion of this course students will be awarded an Eden Training Diploma. There is also the opportunity for students to avail of FETAC certification which will require students to complete two assignments and a final project during the course. This work will build into a portfolio (their business plan). This body of work will be assessed and put forward for FETAC certification eBusiness Studies Level 5 B21048.

What We Offer

EXPERT GUIDANCE

- High calibre team of experienced trainers
- Subject matter experts

LEARNING APPROACH

- Tutor led classes
- One to one with trainers
- Email support

CERTIFICATION

- Eden Training Certification
- eBusiness Certification (FETAC Level 5)



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Course Contents

This modular programme takes place over 16 weeks.

Introduction To Business Planning

- *Personal orientation - deciding what type of online business is right for your skills, drive, and financial situation*
- *Time Management & Mind Map your goals*
- *Market Research your sector - confirm opportunities and threats*
- *Sculpt your idea commercially - workshop your idea to refine it in terms of demand and profitability*
- *Learn from past success and failure to scope the future of your business*

Organising Your Business and Finance for Success

- *Create your business goals short term and medium term*
- *Create the mission statement and values for your company*
- *Identify the keys to success. e.g adequate funding, quick adaption to new technology, understanding online behaviour of target groups.*
- *Building your Features/benefits and needs (foundational sales material)*
- *Exporting goods, postage, customs*
- *Calculating costs, set up costs, working capital*
- *Tax, VAT, and business formation – what business type is right for you?*
- *Managing finance – what system of banking will you use?*

Creating and Shaping Your Brand, Image, Logo and Website Development

- *Creating your logo and brand identity*
- *Buying web domain, set up hosting facility*
- *Joomla/Word Press training, your website begins*
- *Identify content, based on research on business models*
- *Draft out site, how many pages, shopping cart facilities, video content, imagery etc.*
- *How to edit your content for website*
- *Create terms and conditions for site, downloads, site security, guarantees etc.*
- *SEO training, content, calls to action, key words*
- *Investigate use of photos for use on site and for publicity purposes*

Targeting Your Marketing - Using All The Tools Available

- *Pay per click – how it works and will it work for you*
- *E-mail marketing, know the best methods using the best software*
- *Blogs – setting up your blog, writing & submitting articles to your site, making it work for you increase your traffic*
- *Social networking – Twitter, Facebook, Linked in – get networking*
- *Offline Marketing/PR plan, & overview of options*
- *Video marketing- the options, the channels the right type for your business*
- *Creating a video pitch for your site*



Business Concept
Developed

Business Plan
Developed

Brand and Website
Developed



**EDEN
TRAINING**

JAMES BANNIGAN MII Grad
Programme co-ordinator

James is Marketing Manager with Eden Training. His industry background ranges across family business, food industry, post graduate education and corporate training. He has a keen understanding of the issues facing start-up and small business. He also has vast experience of bringing teams together and offering relevant and exciting training courses.



HELEN CURTIN
Course Facilitator

Helen is a skilled communication strategist with a passion for working with entrepreneurs. To date, she has facilitated more than 250 people to develop high end marketing and operational plans. She also promotes small businesses and individuals through the web, print, radio and television.



LARRY POWER B.Com. F.C.M.A.,

Larry is a financial consultant, and works with business owners and SME's. Larry provides Financial, Accounting and Taxation services to his clients and works with them on a partnership basis by providing ongoing advice and business mentoring. He works closely with start up businesses, and assists them with the preparation of their business plan and obtaining funding their businesses.



ALISON REDDY

Alison is a highly effective and recognised IT Process Consultant that brings with her 30 years of private and public sector experience within health services, banking and financial services, telecommunications and data centre management. Alison has a passion for effective business process and continuous improvement and she excels at achieving operational efficiencies.



CATHERINE MULLIGAN
B.A. (Hons), Diploma in Legal Studies, B.L.

Catherine worked for ten years in various sectors, including the fundraising department of a large charity and as a manager in an educational representative body. Catherine graduated with a B.A. (Hons) in 2003 from The Open University, then attended The Honorable Society of Kings Inns, completing their Diploma in Legal Studies and Barrister-at-Law Degree. She was called to the Bar in 2007 and is currently a practising barrister.



Eden Training (www.eden.ie) is a premier training organisation in the Dublin region specialising in IT Skills Training, Business Skills Training and Soft Skills Training.

We have been delivering high quality, market driven courses to both individuals and businesses since 1999. Our hand-picked team of experienced professional trainers have helped us to gain a reputation as a value-driven and innovative training provider who will meet and exceed our clients' expectations.

Utilizing our experience within IT Skills Training and Business Skills training we have developed this unique practical course of study. Our client centric approach will assist you in achieving your goals, prepare and polish your business plan, and bring your concept to market. For further details please contact a member of our team today on (01) 4953155, email: info@eden.ie or visit our website www.eden.ie. However you choose to contact us we look forward to working with you at Eden.

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