



All the Colours of the Rainbow

*The rain & shine of setting up, managing and
selling your own business*

World of Work – ATC Language Schools, Dublin

- 
- 10.00am: INTRODUCTION
* My background & business (Accents Café Limited)
- 10.15am: MY EXPERIENCE
* Challenges
* Tips & Advice
- 10.30am: STARTING A SMALL BUSINESS
* Entrepreneurs
* Practical Guide
* Financials
- 11.00am: INDIVIDUAL EXERCISE
- 11.15am: GROUP EXERCISE
- 11.45am: DISCUSSION & CLOSING

Anna Kierans

- Kinaesthetic Approach
- University of Life
- International Work Experience
- Fear of Regret / Motivation



Accents Lounge

- Making the Decision
– eyes wide open
- Finding a problem & creating solution
- Opened April 2011 (Recession)
– timing right for you
- Planning & Realistic Timeframes

Creating a business that runs without you. A model that can be replicated



**DOING
YOUR JOB**

**FIRE
FIGHTING**

Productivity

Deadlines

Supporting

Making decisions

Supporting

Making decisions

CHALLENGES



Being taken seriously / Self belief



Balancing personal & work life



People management



Financial management



Property management



Problem solving



VISION



UNDERSTANDING



WORK ETHIC



ORGANISATION



ACCOUNTABILITY



PATIENCE



DISCIPLINE



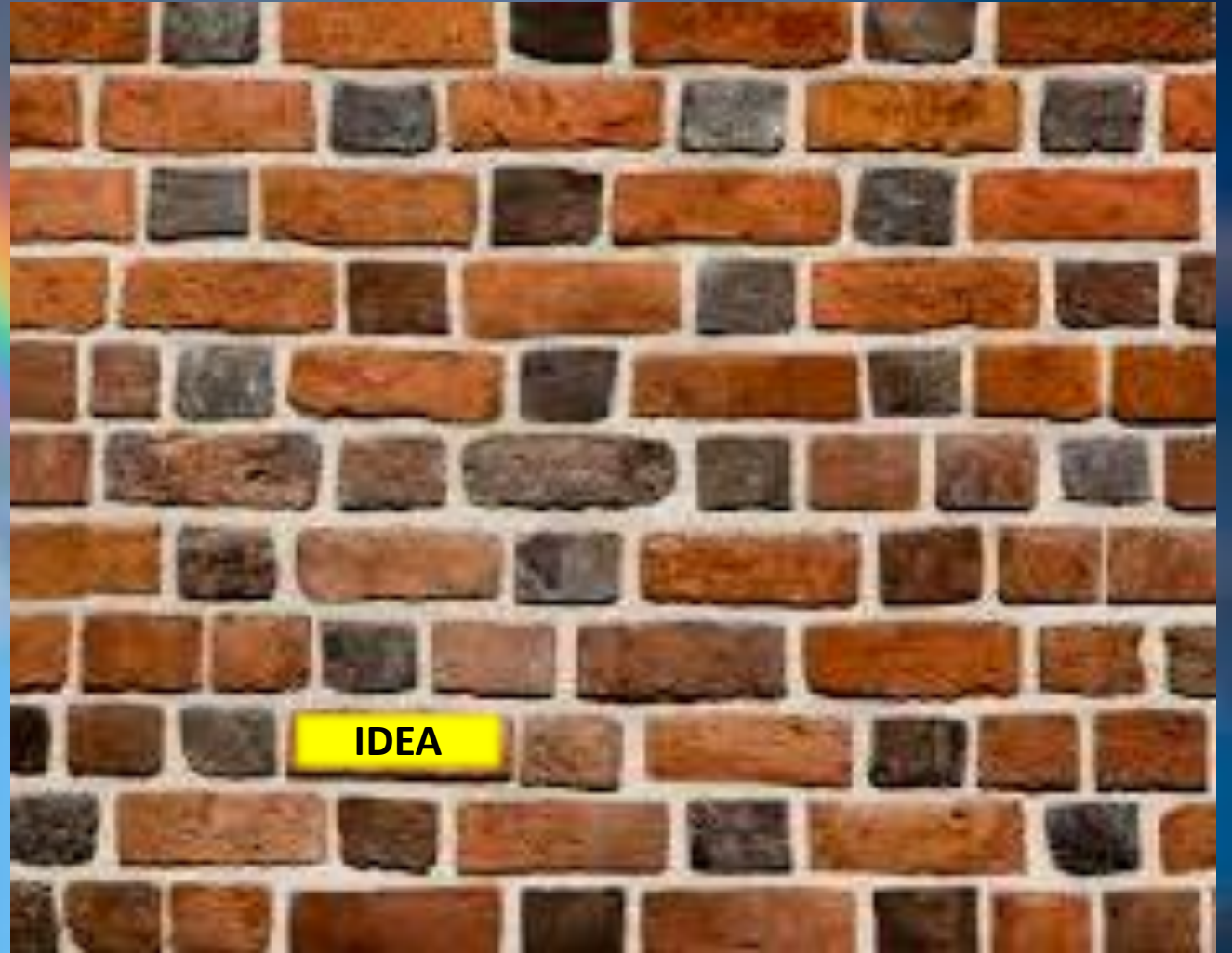
FLEXIBILITY



BRAVERY

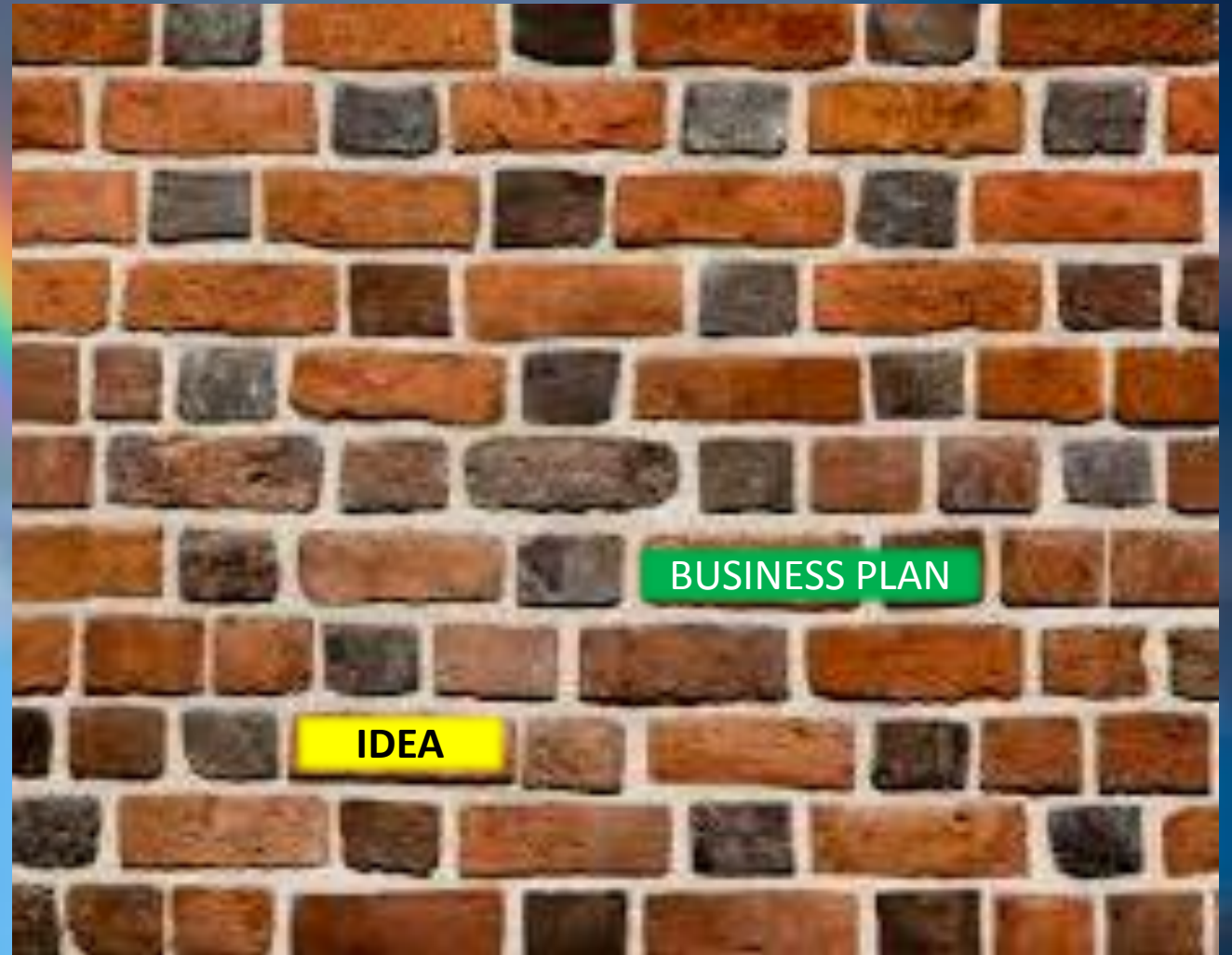
IDEA TO EXECUTION

- Research
- Elevator Pitch
- Feasibility



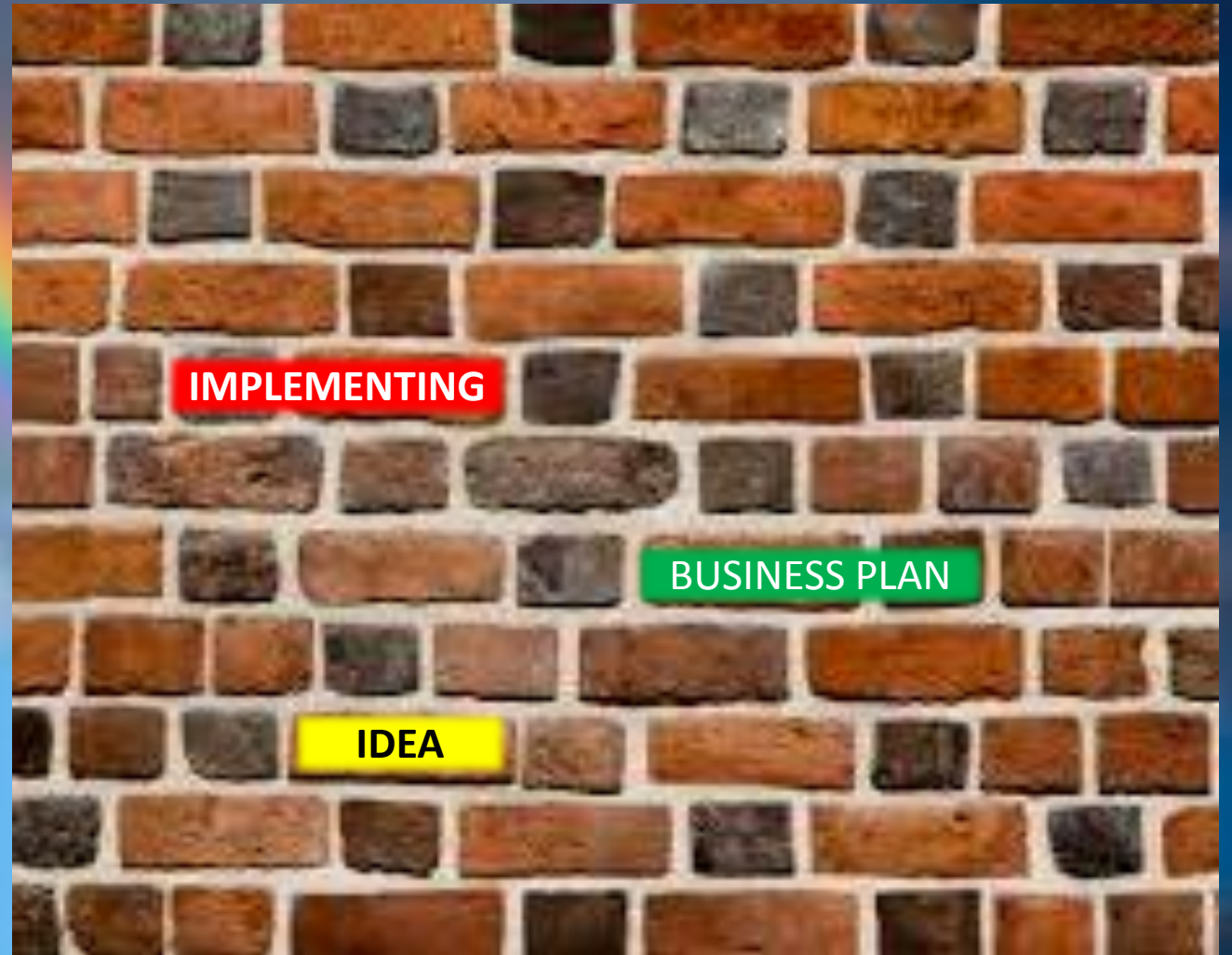
BUSINESS PLAN

- Company Concept
- Company USP
- Is there a Market for it?
- Does it make money?
- Cashflow & Assumptions



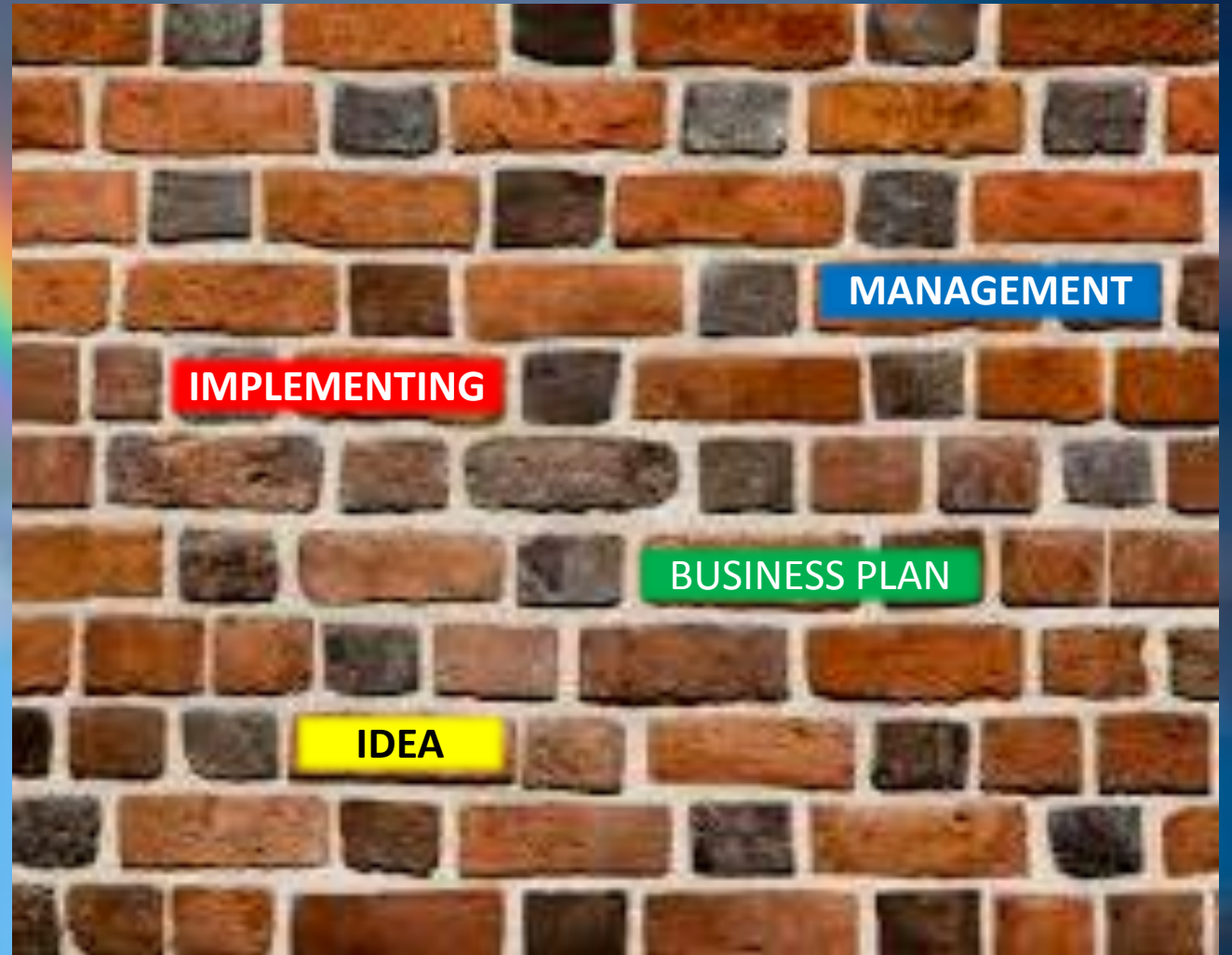
IMPLEMENTING

- Premises
- Sales & Pricing
- Marketing & Branding
- Recruitment & Training



DAY TO DAY MANAGEMENT

- Operations Manuel
- Systems & Communication
- Daily / Monthly / Annual Accounts
- Problem Solving



SUCCESS

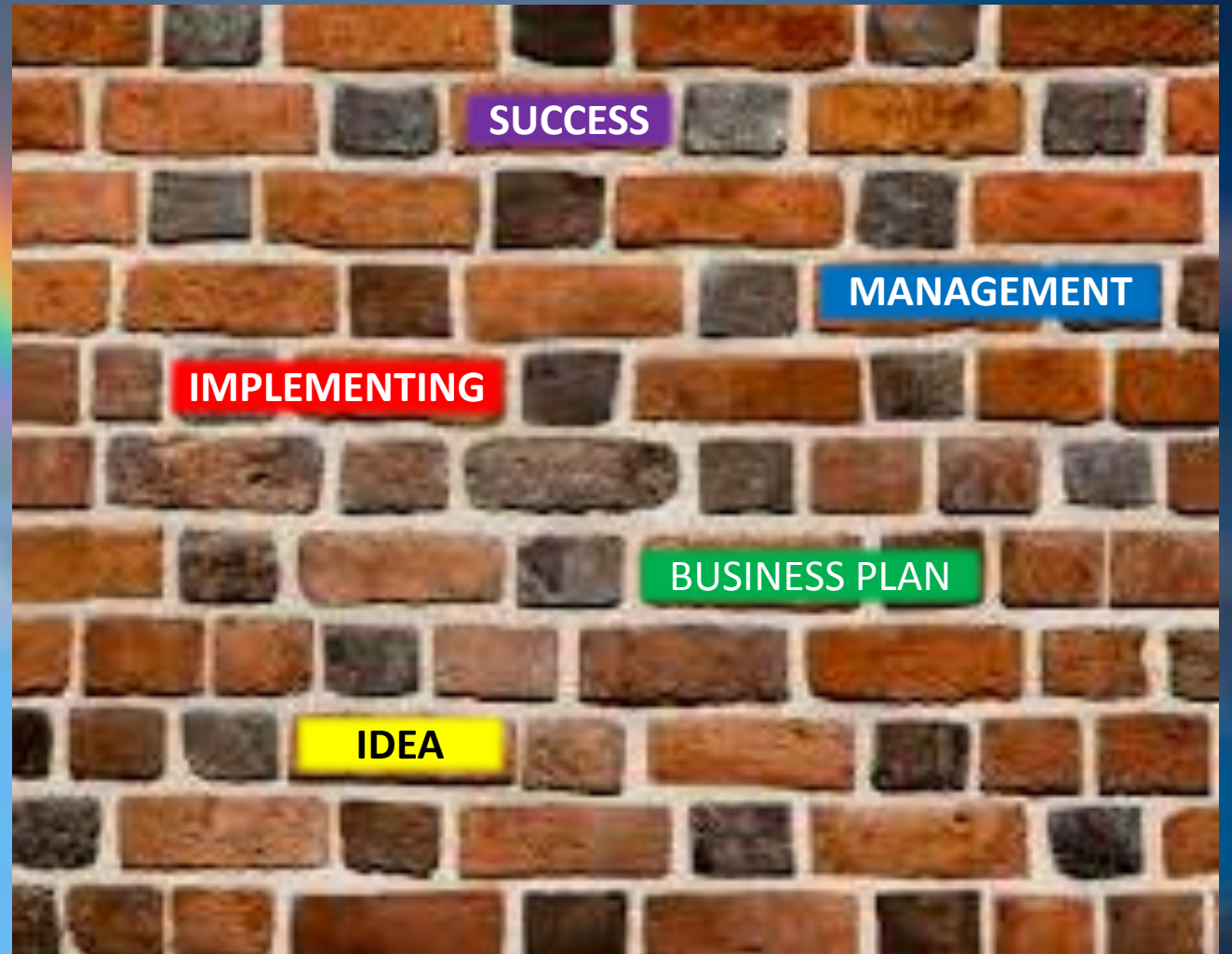
- Breakeven

- Gross Profit

$GP = SALES\ REVENUE - COST\ OF\ GOODS$

- Net Profit

$NP = SALES\ REVENUE - ALL\ EXPENSES$



EXERCISES

INDIVIDUAL TASK

Think about a business you would like to create:

- What is your USP?
- Who are your target audience?
- How will you make money?

GROUP TASK

In groups of 5 or 6 people, using the information cards:

1. Create a company name
2. How much would you have to sell each T Shirt for to breakeven?
3. What price would you sell your T-Shirts for to make a profit?
4. If you sold 873 T-Shirts, what is your gross & net profit?