



Retail Development Programme 2022



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The County Carlow Retail Development Programme provides an exceptional opportunity for SME Owners and Managers of Retail and Service Businesses in County Carlow to build their management skills and create business plans necessary post-covid to recover and grow their businesses over the next two years.

This highly successful “International Best Practice” training programme will be run over 12 weeks (with 1 X halfday workshop fortnightly) and delivered to small groups by way of “Interactive Webinar Workshops” and online mentoring. It is specifically designed for busy business managers and is practical, relevant, participative and enjoyable. Each Company or Business may have a second participant manager or supervisor take part on the programme. On completion of the programme participants will have:

- A before and after benchmark report in respect of participation on the programme
- A mentor log with key action points and items progressed for each client on the programme
- A marketing and development project document
- An application for Green for Micro & Lean for Micro for each client participating in the programme
- A simple but effective security strategy for your business

Programme Overview

- Register for a free introductory webinar on 19th of May - <https://leocarlow.submit.com/> (Closing Monday 16th of May 2022)
- Apply for the full programme here - www.localenterprise.ie/carlow/training-events/online-bookings (Closing Friday 27th May 2022)

Programme Structure

- A formal diagnosis for each participating business
- Two mystery shopping visits, at the beginning and towards the end of the programme
- 4 x half day training workshops
- 2 x 3 hour mentoring sessions for each participating business
- An individual action plan for each participating business
- Support for each participating business to apply for Lean for Micro and Green for Micro support schemes
- Review & Assessment of “Strategic Recovery, Growth & Development Plans” and awarding of ‘Certificate in SME Management Practice

Programme Outputs

- Participants will have an increased ability to set business goals, targets and prepare financial plans and projections.
- Participants will have a greater knowledge of how to manage the market and keep abreast of new trends in the areas of customer service, interior design, image and new services.
- Participants will have explored new opportunities and set strategic targets for their business through the one-to-one mentoring sessions.

Programme Fee

€100

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Next Steps

Optimum Results Ltd has been contracted by Carlow County Council to deliver and manage this special training programme.

All you need to do to sign up:

- I. Sign up for the Full Programme - www.localenterprise.ie/carlow/training-events/online-bookings
- II. Introductory Webinar (19th May 2022) - <https://leocarlow.submit.com>

The **closing date** for applicants for the full programme is Friday 27th of May 2022. The **closing date** for the introductory webinar is Monday 16th of May 2022. The places for the full programme are limited.

About the Trainers Optimum Results specialise in SME Management & Staff Skills Development and our sister Company, Customer Perceptions, is Ireland's leading Mystery Shopping firm. Since 1995, we have operated to international quality standards, have a full-time team of 22 people with 18 Subject Expert Associates. They have worked with 17,500 clients across 20 Countries and the only company to have three of its SME Business Development programmes classified by the European Union's Training Foundation (ETF) as "International Best Practice". Our advanced On-Line Services Division, **SeamsCloud.com**, provides clients with remarkably cost and time effective, world-class training and HR services.

"IMPROVING THE PERFORMANCE OF ORGANISATIONS THROUGH IMPROVING THE PERFORMANCE OF PEOPLE"

www.OptimumResults.ie

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