

Food Starter

Local Enterprise Office Cavan and Bord Bia offer the ***best start in food*** for new food businesses in County Cavan

2-day Programme

Dates: April 25th and April 30th 2018

Time: 9.30am to 5.00pm

Venue: Cavan Innovation and Technology Centre

New and emerging food businesses in County Cavan invited to participate.

Local Enterprise Office Cavan offers this new 2-day start-up programme, designed specifically for the food sector, to assist small food entrepreneurs and start-ups to establish and grow their business.

Food Starter is aimed at anyone who is thinking of starting their own food business, or recently started, for example in the last 18 months. The programme has been developed as a collaboration between Local Enterprise Offices and Bord Bia.

Successful completion of **Food Starter** will be a prerequisite for future participants on our *Food Academy* programme.

Food Starter is also designed for other food businesses who do not intend to progress to Food Academy. The programme offers all participants the best start for your food business.

Please contact Local Enterprise Office Cavan for further details

or to book your place www.localenterprise.ie/cavan

Tel: 049 4377200

Email: localenterprise@cavancoco.ie

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2-Day Programme Outline

- Food sector consumer and market trends, market research
 - Product development and product launch
 - Identifying unique selling points
 - Branding, marketing and communications
 - Business plans and feasibility studies
 - Selecting routes to market
 - Packaging, Distribution, Logistics
 - Costing, pricing, managing finance
 - Food safety and legislation
 - State agency supports and sources of funds
 - Case studies

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