

# Keith Darcy

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Keith Darcy Coaching



Keith Darcy is an experienced Business Advisor, qualified Management Accountant (CIMA) and Qualified Financial Advisor (QFA) with Institute of Bankers Ireland.

Having worked for over 20 years in Financial Services, most recently with Ulster Bank as a senior manager in their Business Banking division I have a wealth of knowledge from dealing with all sectors of the SME market.

Over the past five years I have advised clients of several Local Enterprise Offices in relation to all matters relating to Financial and Business, ranging from MFI Loan applications, Grant applications to General Business advise.

I have an in-depth and first-hand knowledge of the challenges faced by business, the pressure they are under and the limiting factors in which they often have to operate. In these areas my experience and skills as a Coach and Consultant has proven invaluable in bringing balance and forward development.

## **Areas of Expertise**

- Micro Finance Ireland Loan Applications
- Preparation of Business Plans
- Grant Application preparation
- Cashflow management and forecasting
- Business Strategy and Planning
- Pricing and Costing of Products