

Outline of Marketing Programme for Small Business: Planning and Implementation

Target Audience: Small business owners in County Waterford

Objective: To increase marketing capability to achieve agreed objectives.

Structure and Duration of Programme:

The programme will run over 5 months with a combination of group workshops, individual mentoring and telephone back-up. This period will be followed up with two further sessions over the ensuing 12 months to ensure that plans are implemented.

I would foresee weekly meetings of approx. 3.5 hours. These could be held in the morning, afternoon or evening time depending on what suits all involved. A minimum of 3 individual mentoring sessions per participant should be provided in your costings.

The programme will begin with an assessment of training needs and the issues most critical to each business. This will allow a certain amount of tailoring to the delivery of the programme and ensure relevance.

The proposal should detail the topics to be covered over the 5 months in broad terms. Flexibility is important so it is not expected that this programme will be followed rigidly.

It will also be important to encourage networking amongst the participants.

Finally, along with your fees, please include details of how the programme will be evaluated.