



Minicompany



A Rough guide to the time allocation for the different stages of the 'Get Up & Go' programme

This guide is based on an allocation of:

2 hours per week
Four class periods





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THE EARLY STAGE

The areas to be covered here include the following:

- What are minicompanies
- How do we start
- What do we call ourselves
- Where do we get the money
- Look at the shares
- What do I say
- The product or service
- Looking for a management team





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WEEK ONE

CLASS 1:

- Introduce the idea of what a minicompany is
- Give a brief overview of what is involved in the project for the year
- How long it will run for
- The different stages involved.

(REFER TO PAGES 6 AND 8 OF MANUAL





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Getting Your Minicompany Started

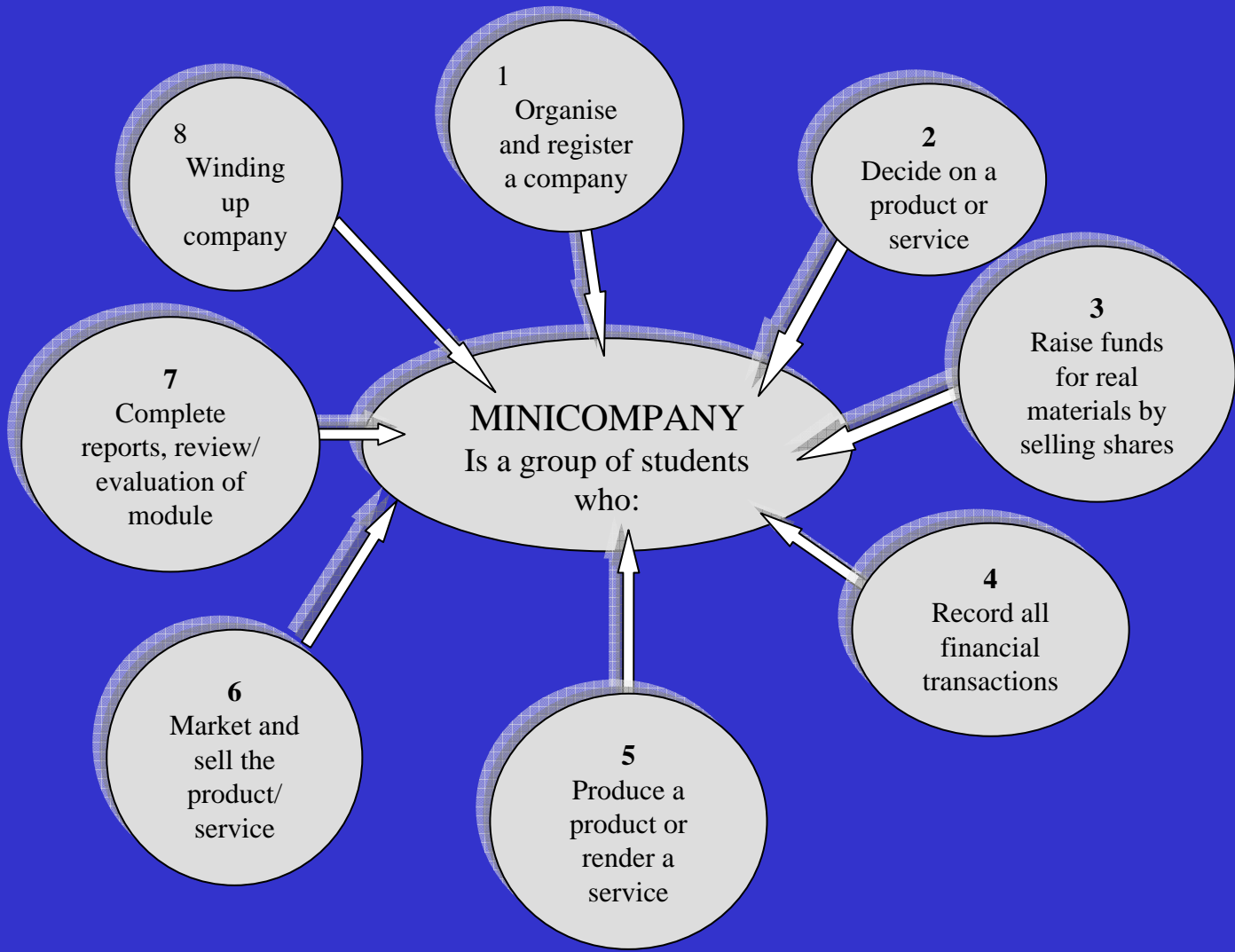
What is a Minicompany?

- A Minicompany is a simulation exercise of the real business world that allows students to use their initiative and creative talents to design, produce and market goods/ services, while gaining insights into the world of business.





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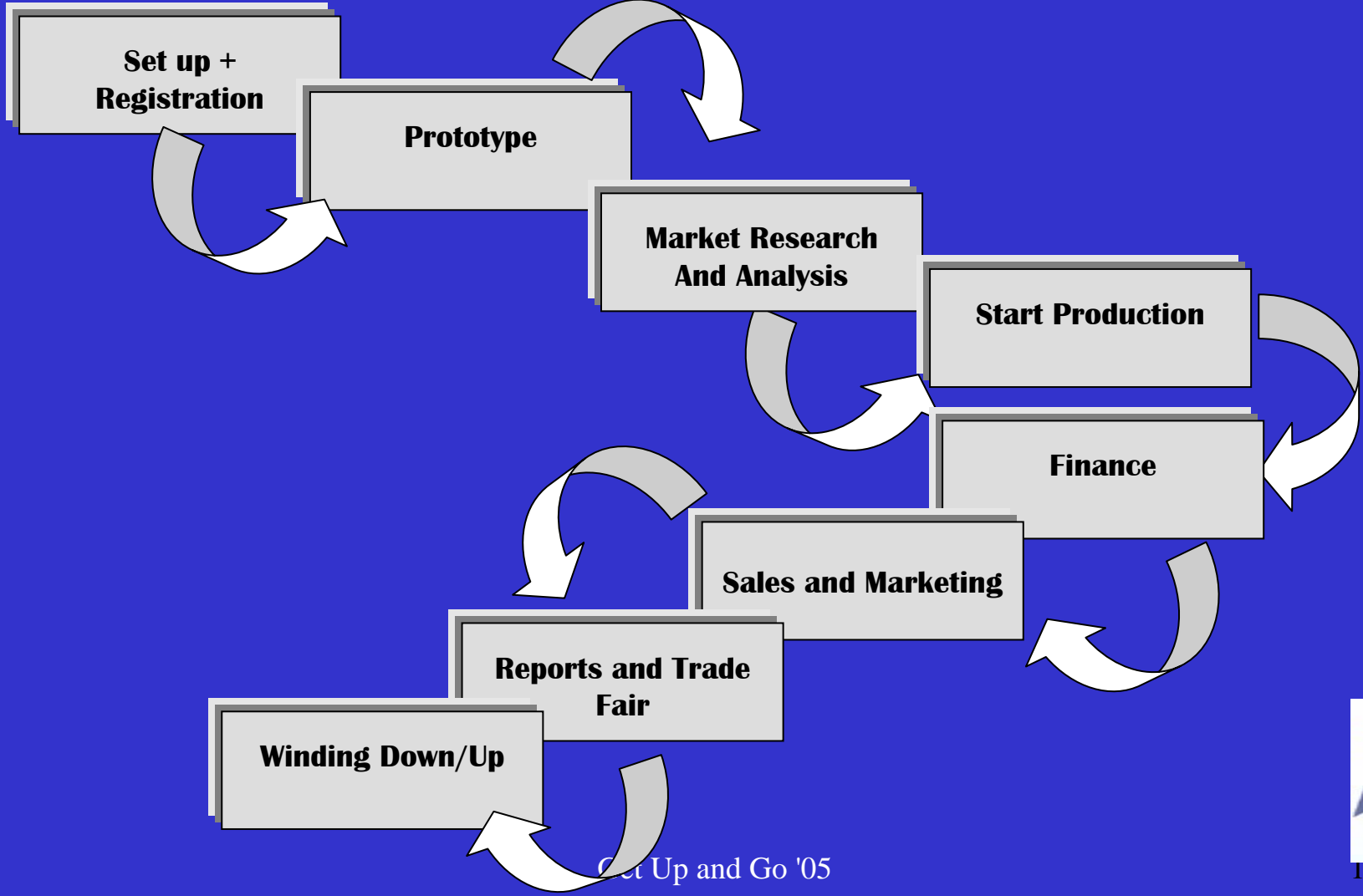




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MINICOMPANY LIFE CYCLE





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Class 2



- Decide whether to go for one class company or a number of smaller companies (note the minimum is 8).
- Go through the pros and cons of both with the students.





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CLASS 3:

- Brainstorm
- Having made the decision on the size of the company, this is often a good time to give the class a brainstorming session to get them thinking of ideas.
- Narrow it down to a few and then discuss as a class these ideas.

(REFER TO PAGES 9, 10, 11, 76 and 77 OF MANUAL)



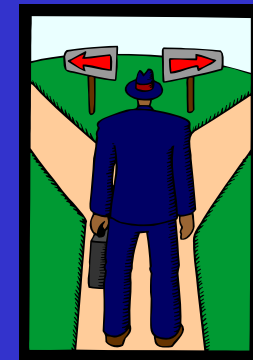


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DECIDING ON THE PRODUCT/SERVICE

- generate ideas through a brainstorming session
- all ideas are recorded on a blackboard/ flipchart
- The next stage - analysis of these ideas through either a **SCOT** (*S*trengths, *C*hallenges, *O*pportunities and *T*hreats) analysis or through discussion and consensus on which product to prototype.





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STUDENT SHEET NO.1

Student	
Strengths (Advantages, Resources and Facilities available to use, to produce this product or render this service)	Challenges (Areas of weakness in producing this product or rendering this service)
Threats (Does competition/similar products already on the market pose a threat to your company?)	Opportunities (With whom could you network to sell your product? Is your product seasonal e.g. Christmas gifts? etc)





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STUDENT SHEET NO. 2

Analysing Our Ideas

The following are important points to consider when deciding on which product to make or which service to render.

1. Do we have the skills to make this product/provide this service?
2. Do we have the tools/facilities to make this product/provide this service?
3. Can we get the raw materials?
4. Is it seasonal? (Christmas, Easter, Summer etc.)?
5. Will the chosen product need packaging?
6. Who will buy this product/service?





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STUDENT SHEET NO. 2 cont'd

1. How many students will be required to produce this product/provide this service?
2. Will training in new skills be required?
3. Have you space to store this product from raw material to point of sale?
4. Will our product/service be in competition with any local suppliers?
5. Will our product/service be affected by legal considerations e.g. Health and Safety?
6. Can we produce a quality product/service that will satisfy customer's demands?





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GENERATING IDEAS

- This means coming up with new ideas. One of the most popular methods used is **BRAINSTORMING**
- Where all new ideas, no matter how incredible, are written down.
- A discussion then ensues about the different ideas, and some ideas are rejected totally.





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PRODUCT SCREENING

- Select the most promising ideas for detailed investigation and market research –See next slide



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DEVELOPING AND TESTING YOUR IDEA

- Developing an idea is only part of the battle. The idea must also work in practice. Therefore it is important to ask yourself some critical questions about your Business and your product/service.





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Is this a **Strength** or a **Weakness**?

Why is it a good idea?	S	W
On what assumptions is that opinion based?	S	W
How can you prove that those assumptions are correct?	S	W
What type of customer will be interested in your product or service?	S	W
Why?	S	W

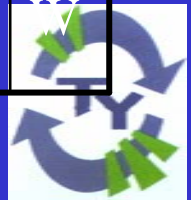




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List four reasons why this idea may not work: (a) (b) (c) (d)	S	W
List four reasons why your idea will work: (a) (b) (c) (d)	S	W
What is different about this idea from others already in the market-place?	S	W
Why are those differences important?	S	W
What if you changed the produce/service in some way?	S	W





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Class 4

- Choose a name for your company

(PAGE 61 OF MANUAL)



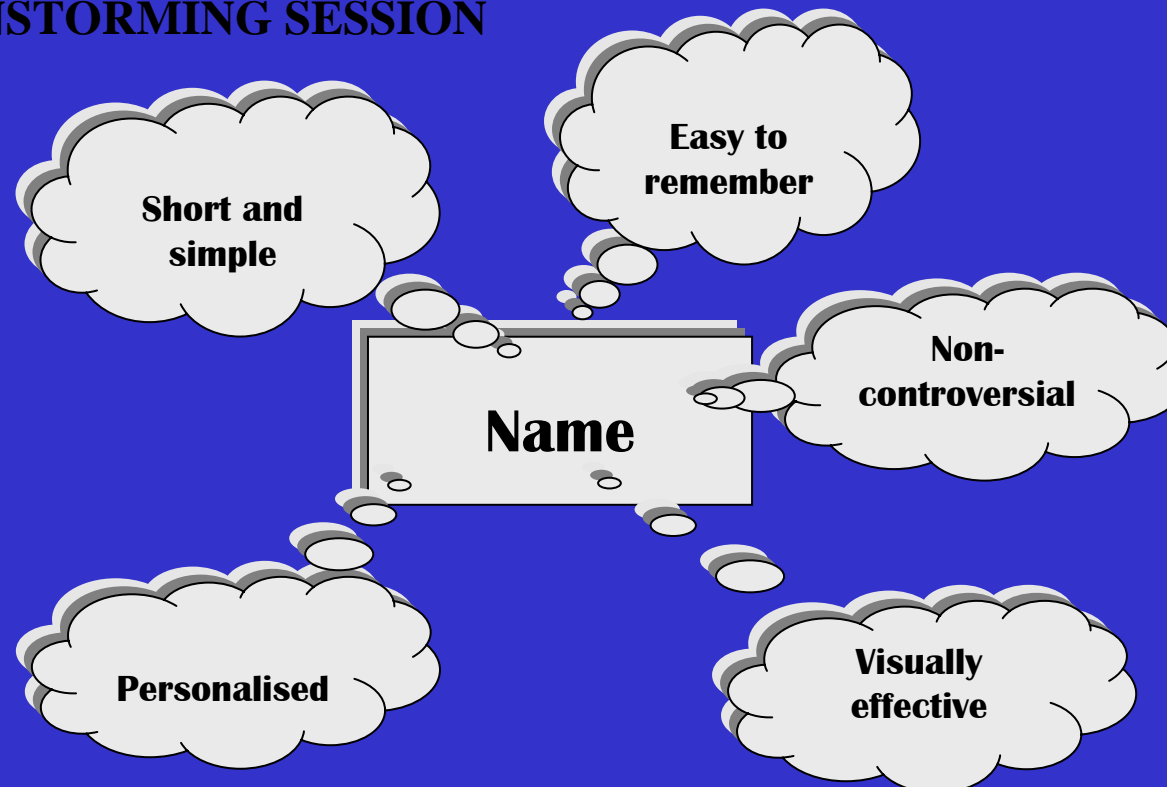


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NAMING YOUR COMPANY

- BRAINSTORMING SESSION**



Note: when choosing a name *Don't tie yourself to one product or service*





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LOGO



- Your logo should:
- Compliment the product/service.
- Be visually stimulating
- **Remember** - *we only remember 2 of 1200 images we process each day.*
- *Is your logo one of those 2????*





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Week Two

CLASS 1

- Now recap on the junior cert business section on companies.
- What exactly is a company?
- Go through the following:-
- Definition
- Ownership of a company
- Who are the directors and what are directors
- Organisation of a company
- *(REFER TO PAGES 18 AND 19 OF MANUAL)*
- After having explained the above, explain that a minicompany is a mini version of the real thing.





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BOARD OF DIRECTORS

BOARD MEETINGS

- *These are extremely important to the success of your Minicompany.*

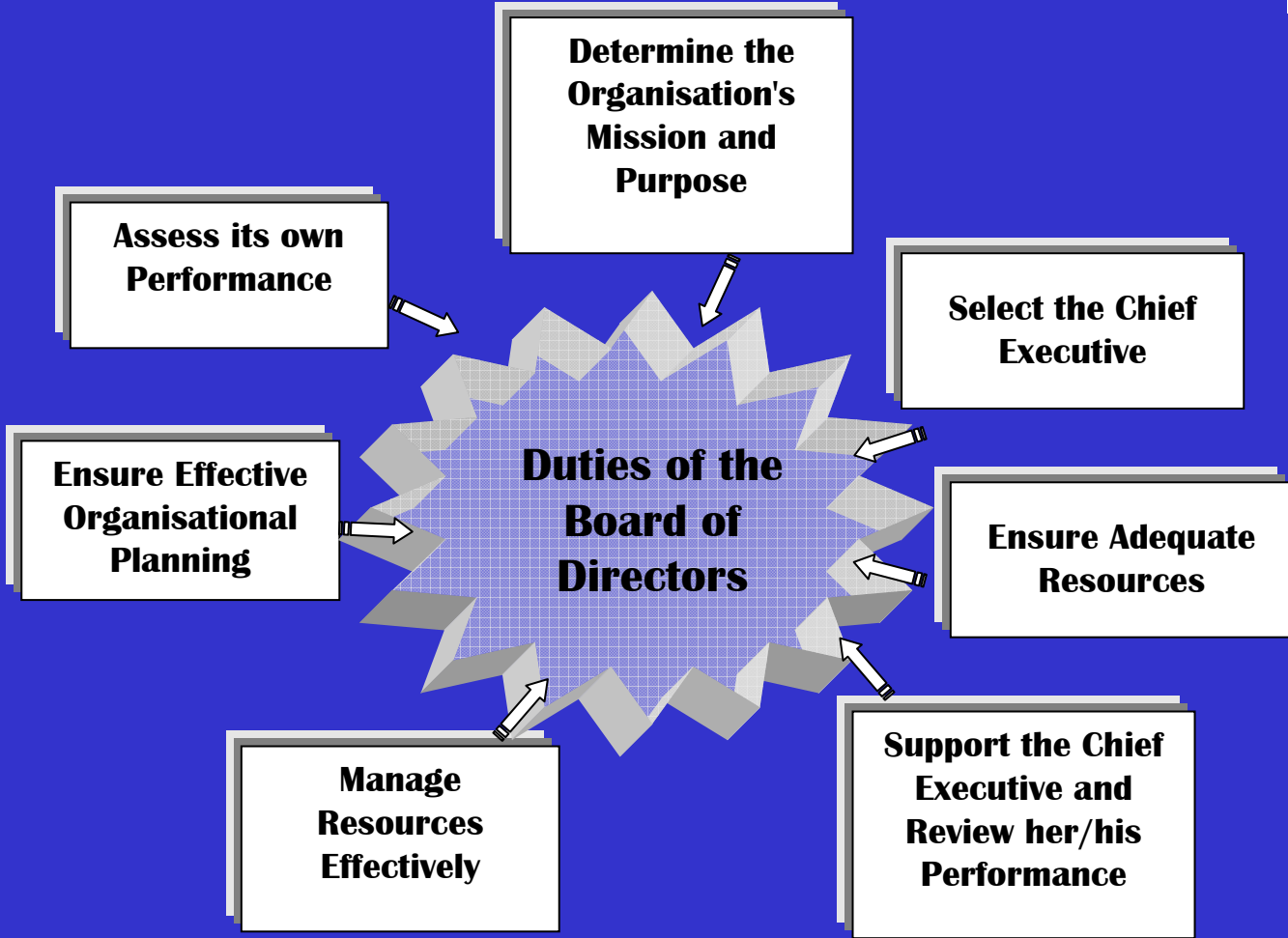
Meetings allow

- Members to participate in Company matters
- Communication between departments to co-ordinate policies
- Members to take responsibility for the running of the company





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THE TEAM

- Every company requires a management team and a Minicompany is no exception.
- The management team will need to be elected or selected after application and interview.
- The first step to electing the team, which will become the Board of Directors, is to have everybody complete an application form





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THE MANAGEMENT TEAM WILL BE MADE UP OF:

- **MANAGER DIRECTOR/
CEO**
 - *The boss*
- **COMPANY SECRETARY**
 - *Legal affairs/meetings/share issue*
- **FINANCE MANAGER**
 - *Money matter/wages and banking*
- **PRODUCTION MANAGER**
 - *Quality Control*
- **HUMAN RESOURCE
MANAGER**
 - *Recruitment/training of workers*
- **MARKETING/SALES
MANAGER**
 - *Market research/sales*
- **STORES AND
PURCHASING MANAGER**
 - *Equipment and raw material*
- **HEALTH AND SAFETY
OFFICER**
 - *Ensures that people work in a safe and healthy environment*
- **INDUSTRIAL RELATIONS
OFFICER**
 - *Liaises between management and employees*





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CLASS 2:

- Go through the management team briefly- this will be dealt with in greater detail next week.





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CLASS 3



- Registering the Company
- Explain Memorandum of Association
- Explain Articles of Association
- Now it is time for students to complete their own memorandum of association and their articles of association.
- The registration fee is €20
- The company will receive their certificate of incorporation when all of the above has been sent to the Blackrock Education Centre

(REFER TO PAGES 62-65 OF MANUAL)





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REGISTERING THE COMPANY

When you have chosen a name for your Minicompany, you must register that name with:

The National Minicompany Administrator
Blackrock Education Centre
Kill Avenue
Dun Laoghaire
Co. Dublin





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You must forward the following completed documents

1. Memorandum of Association - (copy of Memorandum in pack)
2. Articles of Association - (copy of Articles in pack)



MEMORANDUM OF ASSOCIATION

When returning this document, for the purpose of registration, the following information should be given:

- The name of the Company
- The purpose of the Company
- The number of shares held by each of the founder shareholders





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THE MINICOMPANY PROGRAMME MEMORANDUM OF ASSOCIATION

- The name of the Minicompany is
- The registered office of the Minicompany will be situated in the Republic of Ireland.
- The objects for which the Minicompany is established are:
- To gain instruction in the organisation, methods and practice of commerce and industry and in all subjects related thereto.
- To carry on business, and manufacture and sell such articles as are necessary with the above aims.
- To carry on any other trade or business which can, in the opinion of the Board of Directors, be conveniently or advantageously carried on in connection with or ancillary to all or any of the above business.
- To rent any building or parts of buildings required for the above purpose.





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- To raise, collect and receive contributions, subscriptions, donations and loans, to provide the necessary capital required by the business, in accordance with the rules laid down by The Minicompany Programme.
- To pay all expenses of and incidental to registration and establishment of the Minicompany.
- To do all such other things as are incidental or conducive to the attainment of the above objects or any of them.
- The liability of the members is limited.
- The share capital of the Minicompany is divided into a maximum of 50 shareholders, each having such rights, privileges and advantages, as to voting or otherwise, as the Articles of Association may prescribe.
- We, the undersigned persons, whose names and ages are described, wish to be formed into a Minicompany in pursuance of the Memorandum of Association.





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THE MINICOMPANY PROGRAMME

MEMORANDUM OF ASSOCIATION

Please complete in BLOCK CAPITALS

Surname	First Name

Witness to the above:

Name of Teacher of Minicompany: (in BLOCK CAPITALS)

Signature of Teacher of Minicompany

Date:

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CLASS 4



By now, your company probably:

- Has a name
- Has an idea
- Has been registered





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WEEK THREE

THE TEAM

- This week should be spent going through the various positions on the team. It is important that each student understands the role of each member of the team.
- Before beginning this section explain that the students will be free to apply for positions on the team. Interviews should be held within the next week and a half after the roles have been explained.

(REFER TO PAGES 19 TO 23)





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JOB DESCRIPTIONS

- **MANAGING DIRECTOR/CEO**

- This person is appointed by the Board of Directors
- to manage the company on a day-to-day basis.
- has overall responsibility for the running of the Company.
- The MD/CEO must provide good leadership and give direction to the Company.
- The MD/CEO reports to shareholders and the Board of Directors on an ongoing basis.

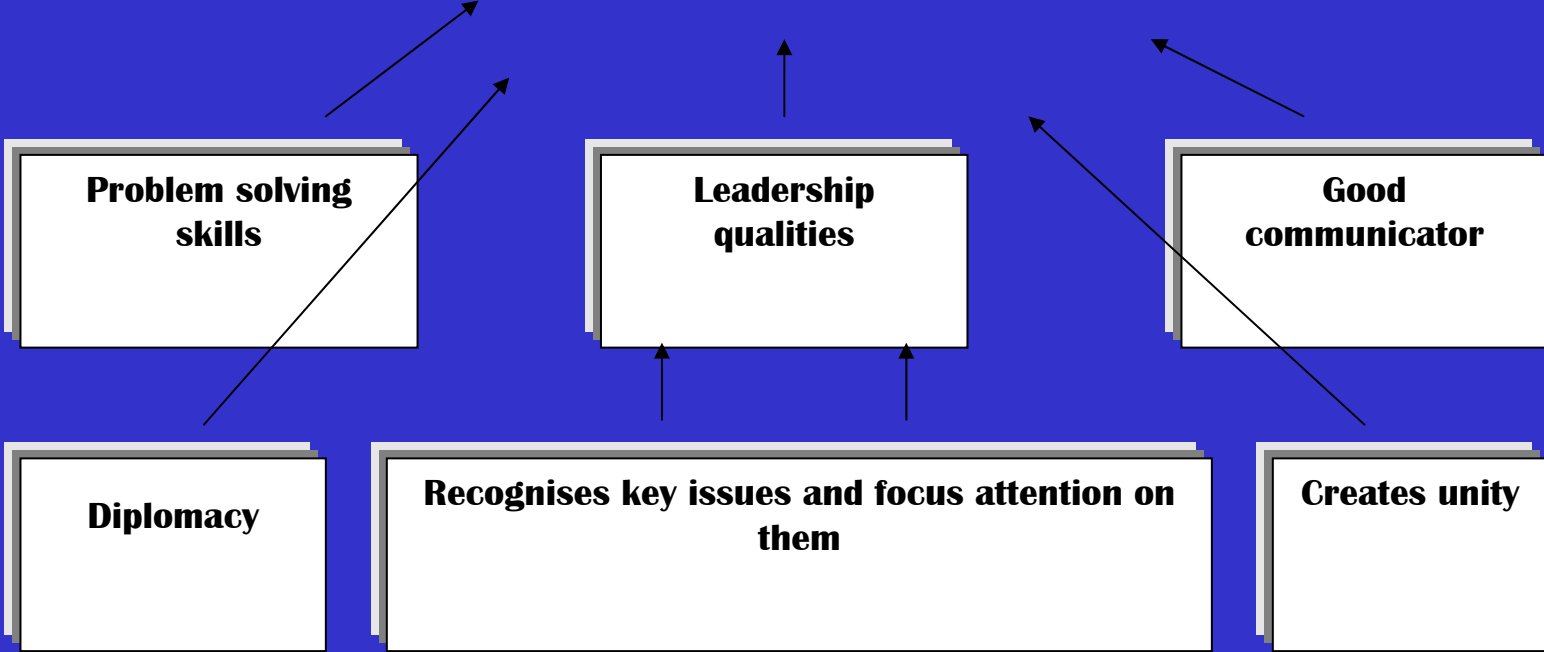




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SKILLS FOR AN EFFECTIVE MANAGING DIRECTOR





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DUTIES OF A MANAGING DIRECTOR



- Provide leadership
- Outline mission statement with others
- Set and agree goals
- Have overall responsibilities to:
Shareholders, Company members,
Customers, Suppliers, Financiers and
Employees.





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COMPANY SECRETARY



- The company secretary is the expert on law and procedure within the Minicompany. Detailed records must be kept of the Minicompany history and the Company Secretary answers directly to the Managing Director.

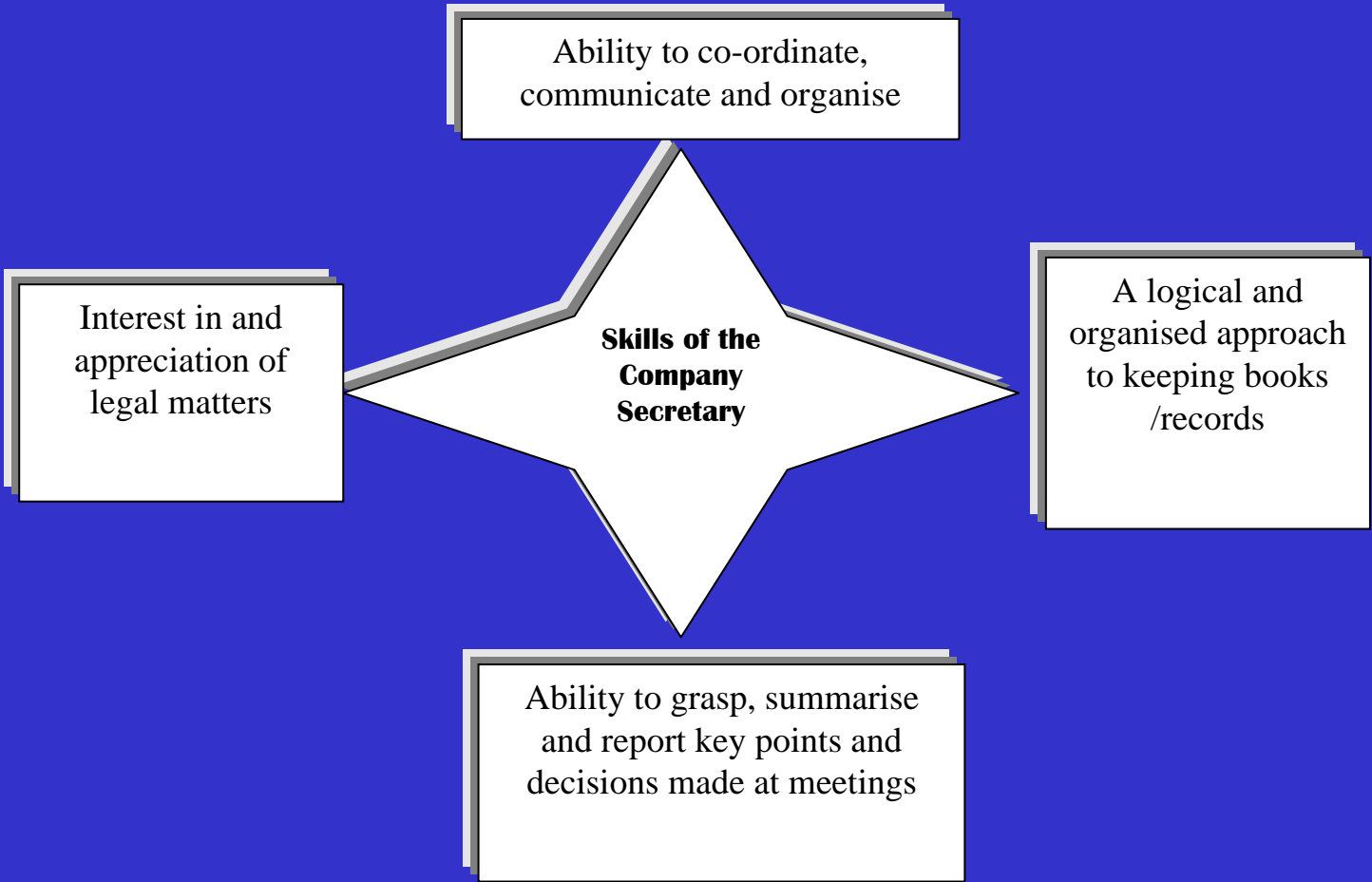




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Secretary



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Duties of the Company Secretary

- Has responsibility for communicating agreed team decisions
- Completes registration documents
- Keeps the Share Register
- Administers Company meetings, draws up agendas, notifies and records minutes.
- Enforces Company's Memorandum and Articles of Association
- Keeps safe all Company documents and records





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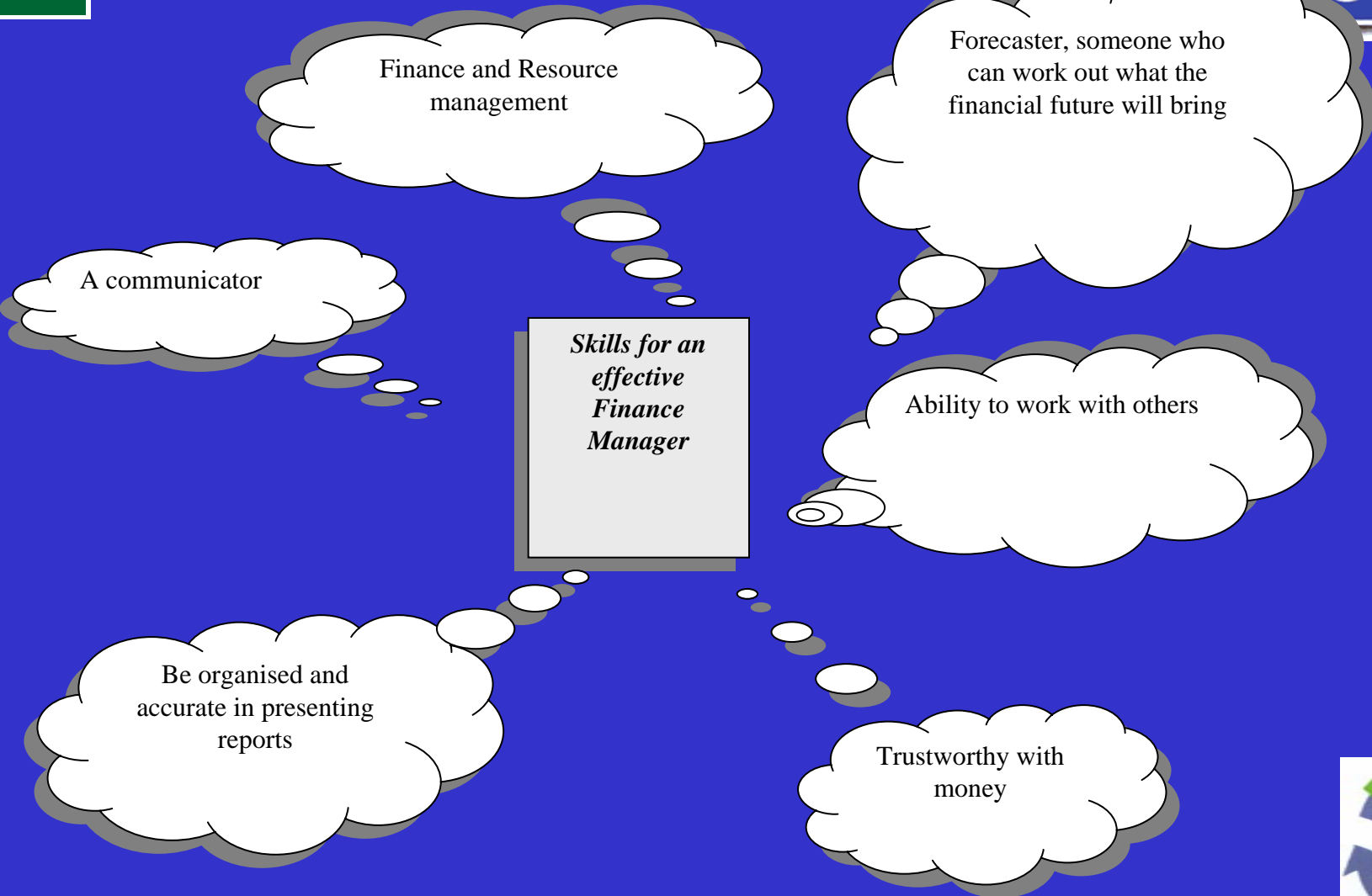
FINANCE MANAGER

- Responsibility for maintaining all financial records lies with the Finance Manager. Budgets are created and monitored by staff in this area.





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DUTIES OF FINANCE MANAGER

- Responsible to Managing Director for production of financial plan
- Monitors progress and recommends action to ensure results
- Agrees pricing and seeks to optimise profit margins
- Records all financial transactions
- Makes all payments
- Completes VAT returns
- Prepares profit and loss statements, Balance sheets and liquidation report
- Liases with Company Secretary
- Controls banking and cash security
- Assists with stock valuations
- Manages all cash and credit controls





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Before you begin:

- Visit a bank or a financial institution and discuss opening an account.





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DUTIES OF THE FINANCE MANAGER

Liaise:

Liaise with the Company Secretary on selling shares

Set up the Company finances:

Open an account with a financial institution

Budgets:

Complete and monitor budgets for all departments. This will include your company's profit and loss accounts.

Liaise with the Human Resource Manager about staff wages.

Costs play a major role in the survival of any Minicompany

Pricing:

Decide on product pricing structure in consultation with the other managers.





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WEEK FOUR

Assuming that the interviews are to be held at the end of this week, prepare them for the interview.

(REFER TO PAGES 34,38 to 46)





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GOLDEN RULES FOR FILLING APPLICATION FORMS

- Photocopy the original application form and practise filling the form before you complete the original.
- Read the application form thoroughly, and ensure you follow all instructions carefully.
- Use a dark coloured pen and be sure your writing is neat and legible.
- Always complete a spell check.
- Ensure that all details such as Name, Address, Dates and Referees are correct.
- Get someone else to read over your completed application form before posting.
- Keep a copy of the completed application form.



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SAMPLE JOB ADVERTISEMENT

The Irish News 20th September 2003

- Part-time Secretary
- For part –time secretarial and clerical duties. 15 hours per week. Excellent telephone manner essential. Computer skills an advantage.
- C.V.s to Human Resources Manager, Ryan Secretarial Services, 23 Church Street Dublin 3, before closing date 29th. September 2003





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COVER LETTER

It is important that a cover letter creates enough interest, so that the reader will have a good impression of you prior to reading your CV or application form.

- A good cover letter should:
- Include **relevant** information about yourself that you have not mentioned in the application form.
- Outline **who** you are, **what** your current situation is and **why** you are applying for this position.
- Highlight your **strengths** and your **suitability** for the position.
- Specify **why** you would like to work for the organisation.
- *Make sure your cover letter is not a repetition of your CV*





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WEEK FIVE



Now you have:

- A registered company
- A name
- An idea
- A management team

Time to get down to business!





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WEEK FIVE ... cont'd

- From now on one class per week should be allocated to a board of directors meeting.
- Management meetings may have to take place over lunch or coffee break.
- It is a good idea to have the meeting on the same day each week.





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WEEK FIVE ... cont'd

- The rest of this week should be spent dealing with:
meetings
- how to conduct meetings
- taking of minutes
- layout of room)

(REFER TO PAGES 49 to 53)

- The first meeting should be chaired by the minicompany teacher. The secretary will take the minutes roughly and make sure to write them up in the minute book that evening.





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COMMUNICATIONS



- For the smooth and effective running of any company, good communications are important and running a Minicompany is no exception





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Managers need to keep up with everything that is going on in their company at all times



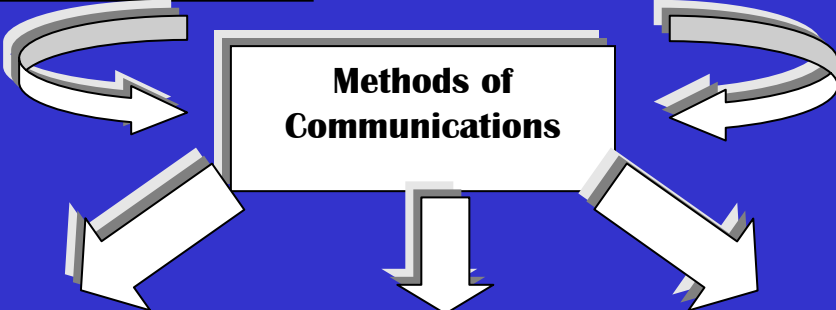
Meetings enable key personnel to come together and exchange information and make decisions about the company



Regular meetings provide a forum for doing this.

Day-to-day decisions on running the business

Long-term plans for the business



Methods of Communications

Verbal

Written

Technological e.g. PowerPoint presentations.





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TYPES OF MEETINGS

Planned meeting:

An agenda is drawn up and notification of the time, venue and agenda is sent to the interested parties.

Ad Hoc Meeting

This is an impromptu meeting, which takes place with no advance warning.

AGM: Annual General Meeting

This takes place once a year and all shareholders must be invited. This is a formal meeting and specific rules and procedures must be followed.

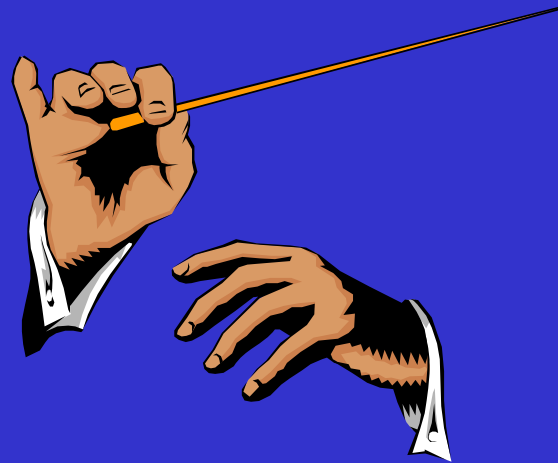




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CONDUCTING A MEETING



SOME TERMS WORTH NOTING





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Standing orders



There are the rules that must be followed to ensure the meeting takes place in an orderly fashion.

Agenda



This is the menu for the meeting and allows those entitled to attend to come prepared for any discussions that will take place.

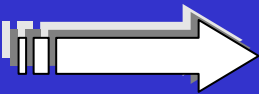




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Quorum



The meeting cannot begin until the chairperson checks that the minimum number of people under the rules are present.

Motion



This is the topic under discussion at a meeting.

Proxy



This is a person who is allowed to attend a meeting and vote on behalf of a shareholder.





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SAMPLE AGENDA

Notice is hereby given that the Annual General Meeting of Pinco Sports Club will be held in the Clubhouse in Beaumont, Dublin 9, at 8 p.m. on Friday 12th January 2004.

AGENDA

- Minutes of the AGM held in 2003 and matters arising from the minutes.
- Chairperson's report for the year.
- Treasurer's report for the year, 2003
- Election of officers for the coming year.
- Discussion on fundraising events for the year.
- A.O.B.



Signed _____
Date: _____

[E. Barry, Club Secretary]





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SAMPLE MINUTES OF A MEETING

Minutes of the AGM for Pinco Sports Club, held in the Clubhouse in Beaumont, Dublin 9, at 8p.m.on Friday 12th January 2004.

Apologies from: Mr Denver and Mrs J Bloggs.

- The meeting commenced at 8.10 p.m. and the minutes from the 2003 A.G.M. were read and adopted.
- The Chairperson, Mrs Hutton, addressed the meeting .In her address she spoke about the long term aims of the club with the possibility of purchasing an adjoining plot of land.
- The Treasurer gave the annual report for 2003 and emphasised the need for prompt payment of annual subscriptions, as the club had been overdrawn unnecessarily last year.
- Officers were elected for the forthcoming year.
- A discussion on funding raising for the club took place
- Under AOB, the problem of non-members using the facilities at peak times was highlighted
- The meeting concluded at 10.30 p.m.

Signed _____

[E. Barry, Club Secretary]

Date: _____





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WEEK SIX



- Raising share capital
(PAGE 73)
- Secretary and finance manager work together here.
- Get money within one week
- Now if you have not made a final decision on a product time to do it now.
- Next step is a business plan

(REFER TO PAGES 92 to 95)





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PLANNING YOUR NEW MINICOMPANY



Planning is an essential element in anything we do. If we want to go to Dublin to shop or see a match we need to plan ahead, check means of transport, check finances etc. Planning is one of the essential elements of success in any enterprise business, and a Minicompany is no exception.

In running a company, planning involves:

- Deciding on the company goals
- Setting out a means (plan) of achieving them.





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WHAT MUST BE PLANNED

Mission statement:
Every company should have a vision of what it is about

Marketing plan:
The general purpose of a business is to sell

Operational plan:
How the different task are going to be carried out

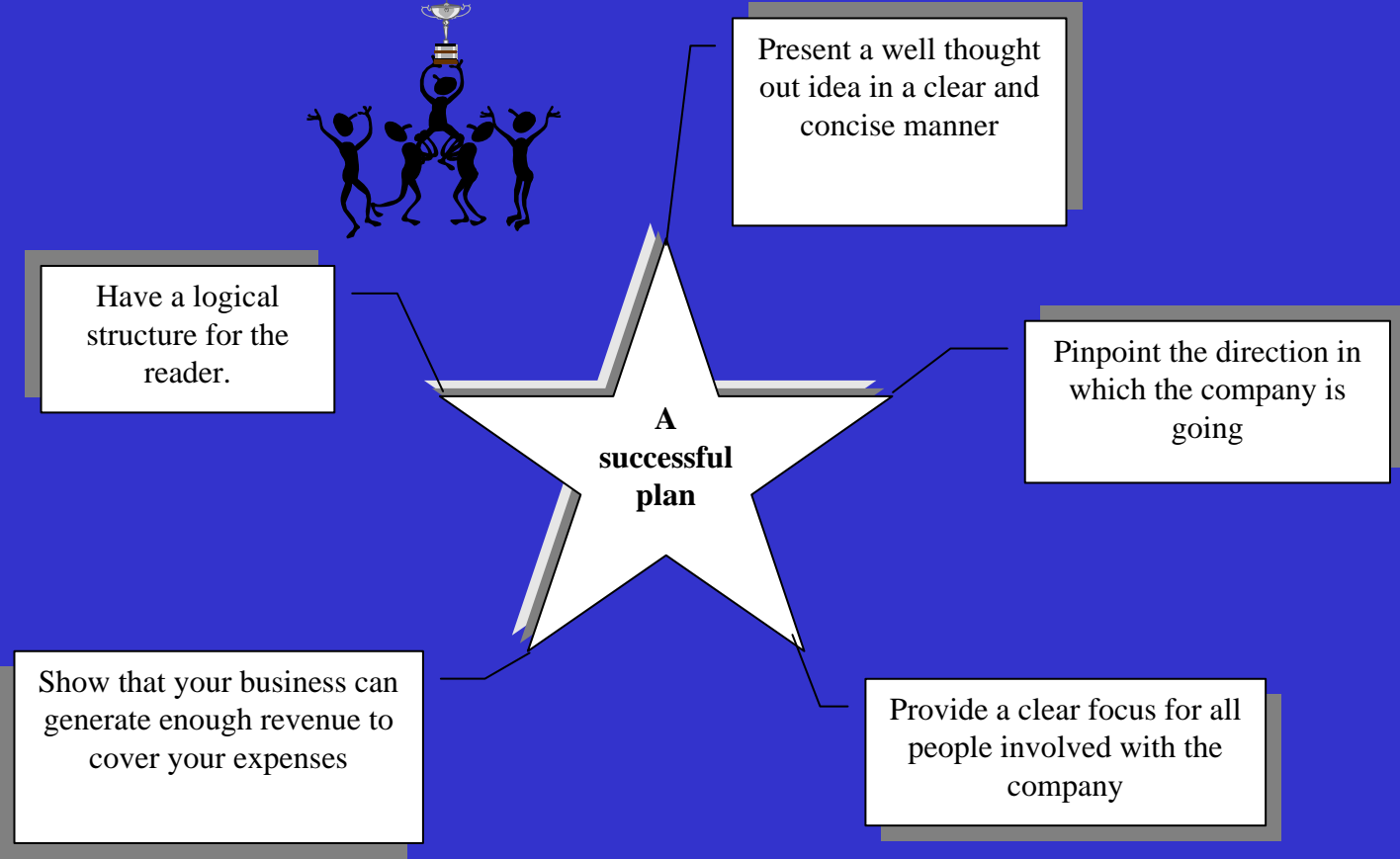




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WHAT IS A SUCCESSFUL PLAN?

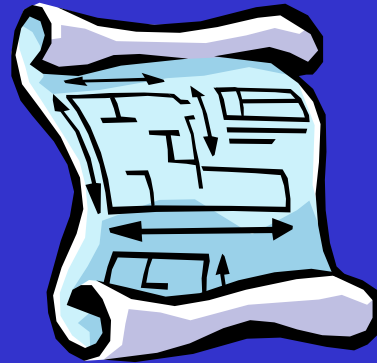




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WHY WRITE A BUSINESS PLAN?



A Business Plan is like a calling card, it is your passport to raising finance and getting shareholders interested in investing in your company.

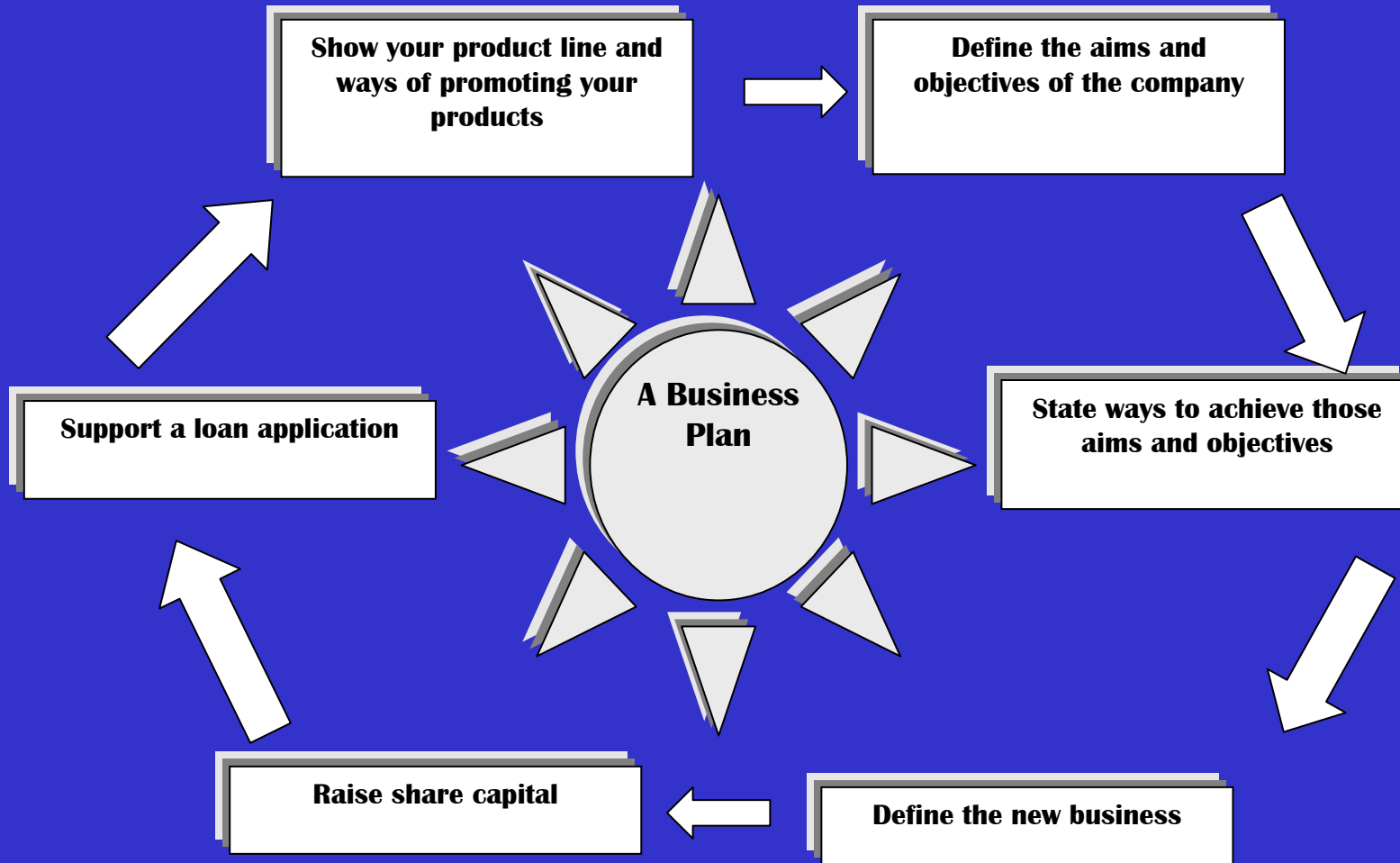




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A BUSINESS PLAN IS DRAWN UP IN ORDER TO:

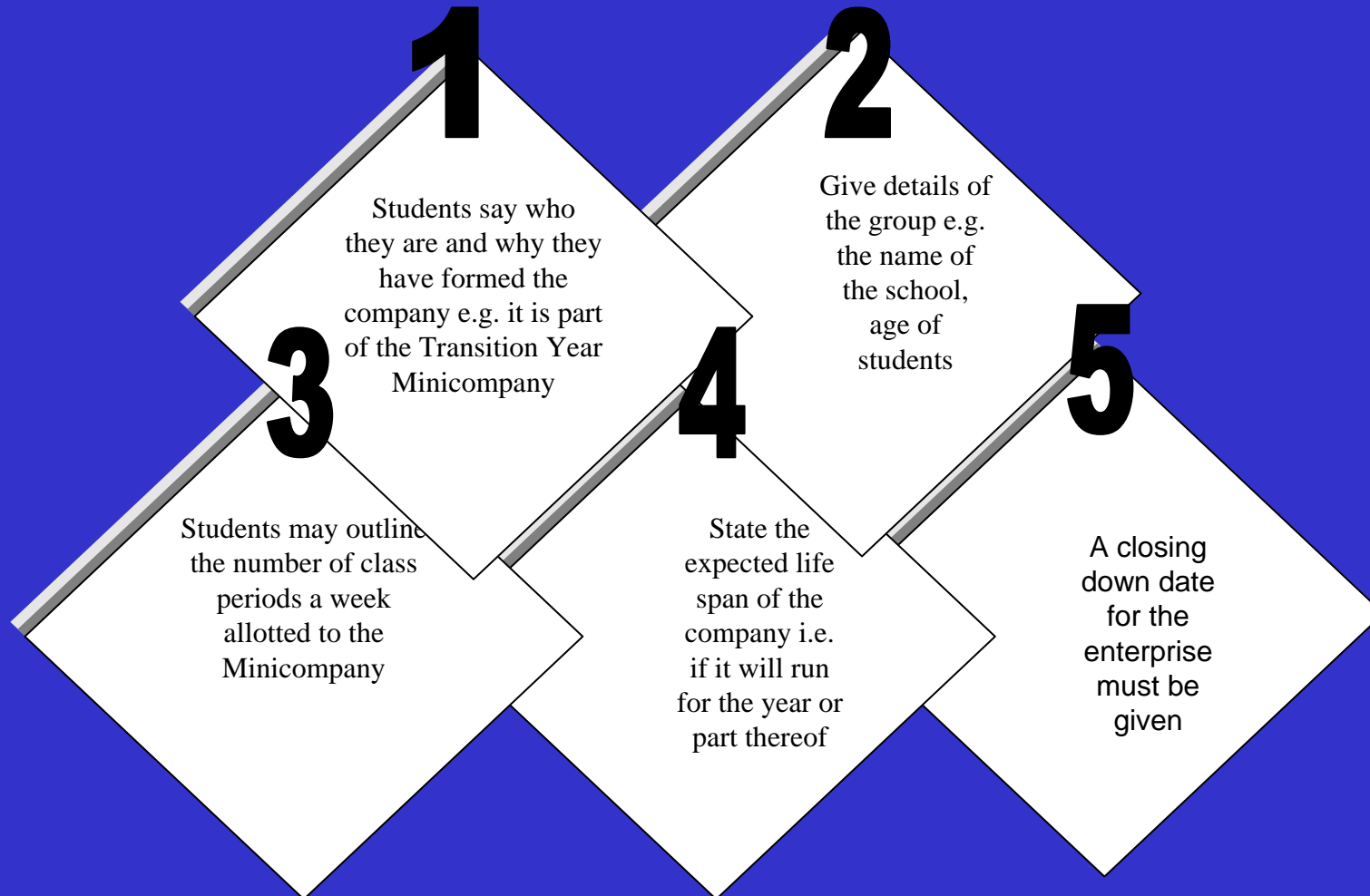




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THE MINICOMPANY BUSINESS PLAN





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AIMS OF A BUSINESS PLAN

Enterprise in general is about the creation of opportunities, recognising opportunities, taking risks, evaluating consequences and utilising limited and unusual resources. Students should:





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WEEK SEVEN

- There are 3 classes to organise as one class is a meeting.
- Developing and testing your idea
- Carrying out market research

(REFER TO PAGES 75 to 82)

- Make a prototype of your idea
- cost the product or service (*page 128,129*)
- design a questionnaire
- Test the market.
- Business plan still being worked on

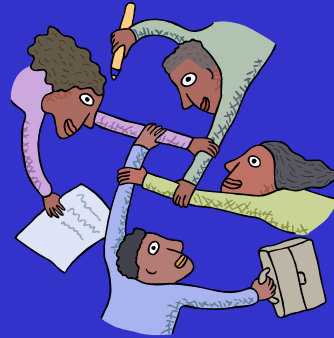




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MARKETING



Marketing is:

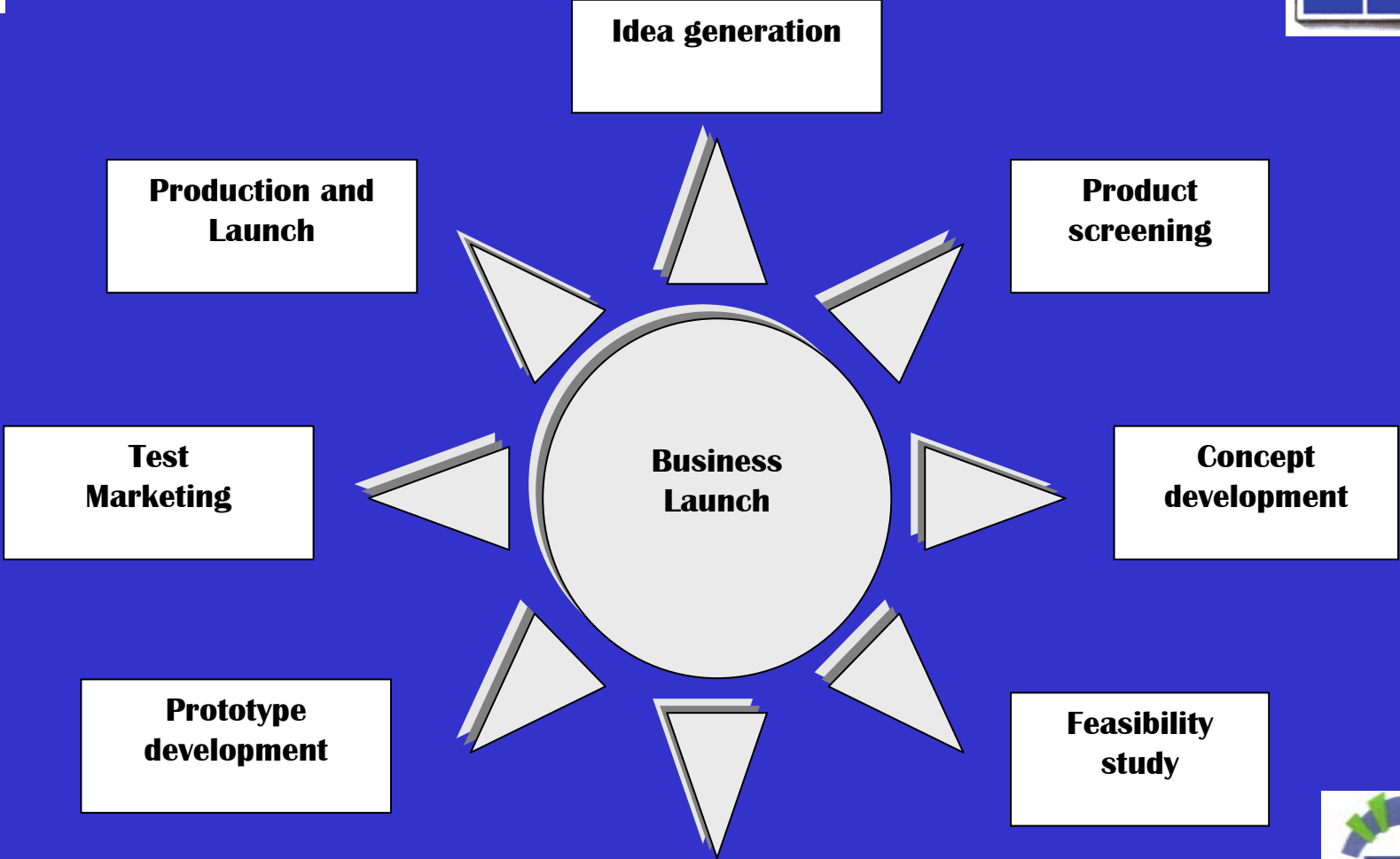
- Finding out what the customer wants
- Selling it to them at the right price

Before any business idea is launched, it should go through a number of stages:





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GENERATING IDEAS

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PRODUCT SCREENING

Select the most promising ideas for detailed investigation and market research –See below





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DEVELOPING AND TESTING YOUR IDEA

Developing an idea is only part of the battle.
The idea must also work in practice.
Therefore it is important to ask yourself
some critical questions about your Business
and your product/service.

(see pages 76-77)



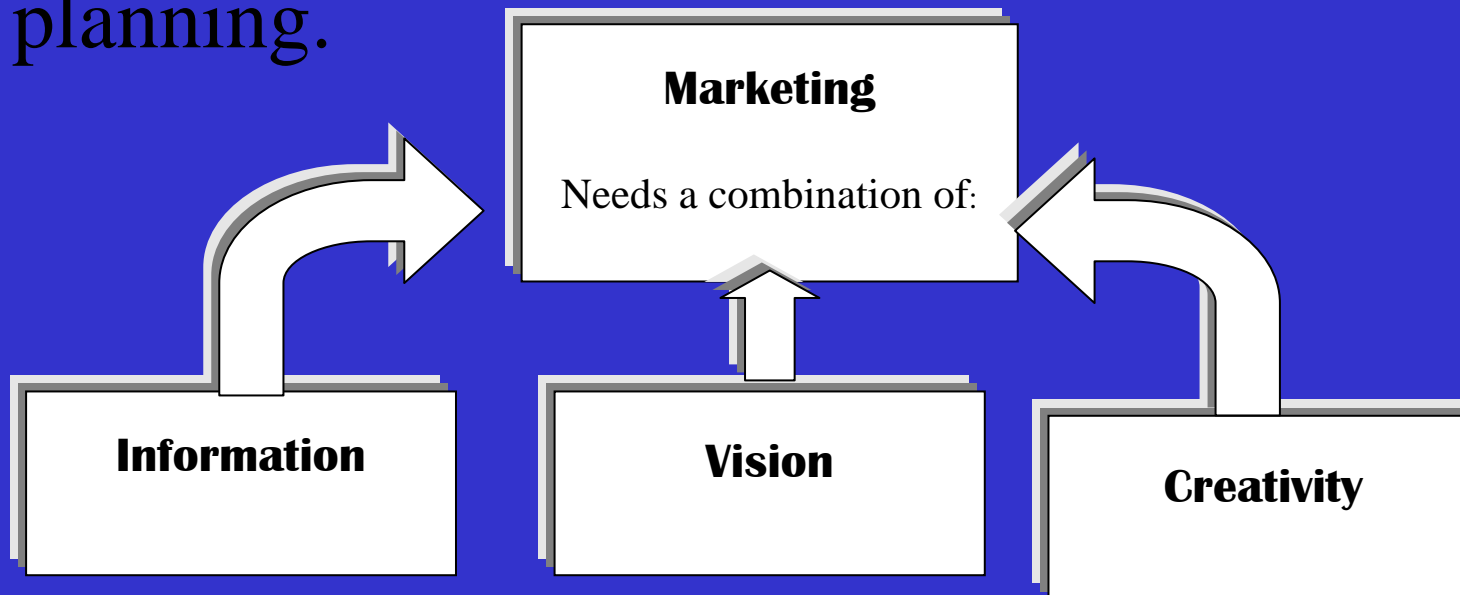


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MARKET RESEARCH

- Marketing is about keeping your customers central to your thinking, behaviour and planning.





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One of the techniques to get information is MARKET RESEARCH



**Collecting the information needed, to produce the *right goods*,
at the *right time*, for the *right market*, and at the *right price*.**





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WHY DO MARKET RESEARCH?

Market research is the core of your Business and Business plan. It is important to:



- Find out if there is a market for your product
- Find out are you well prepared before you commit funds (your shareholders) to your Business
- Find out are you able to show that you know your stuff
- Find out are you able to prove the commercial viability of your product.





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Market Research
Carried out in two main ways:

Desk Research

Field Research

Magazines

The Internet

Talk to the experts

Talk to people in the market

Personal Interviews

Observation

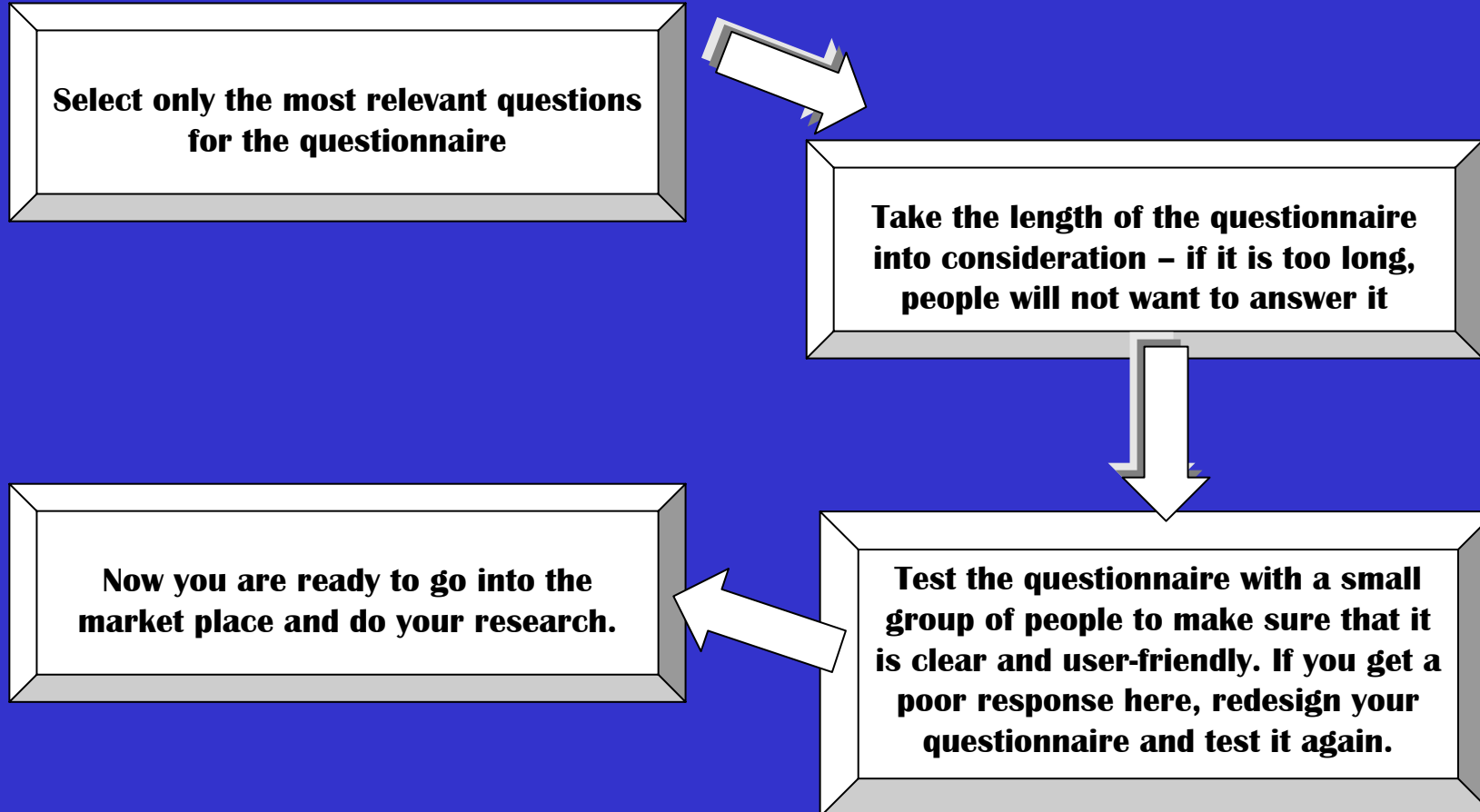




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DESIGNING A QUESTIONNAIRE





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SAMPLE QUESTIONNAIRES

- See pages 81 & 82





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WEEK EIGHT

One class for meeting

- Three classes to be spent on:
- Completing the prototype
- if possible carry out the market research
- analysing the results





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WEEK EIGHT...cont'd

By mid-term break you should have:

- Formed and registered your company
- Appointed a management team.
- Sold shares and raised share capital
- Prepared a business plan
- Opened a bank account
- Produced a prototype, conducted market research

Mid-term to Christmas - Max 5 weeks





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WEEK NINE



- If market research has dictated that you do not run with your original idea, then it is back to the drawing board (*page 84*).
- On to production of product or provision of service
- Team really has to work together.
- It is up to each individual manager to keep adequate records (*page 102*).
- Students should keep a diary where they record details of what happened in minicompany each day
- This will be used to write up reports later





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PROTOTYPE DEVELOPMENT

This means producing a test sample of the new product.

TEST THE MARKET



Test the reaction of your target market with your prototype.





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BEGIN PRODUCTION AND LAUNCH THE PRODUCT



Depending on the results from testing the market, you may decide to go ahead and begin production, or you may decide to go back to the prototype stage and make some changes.





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ADMINISTRATION

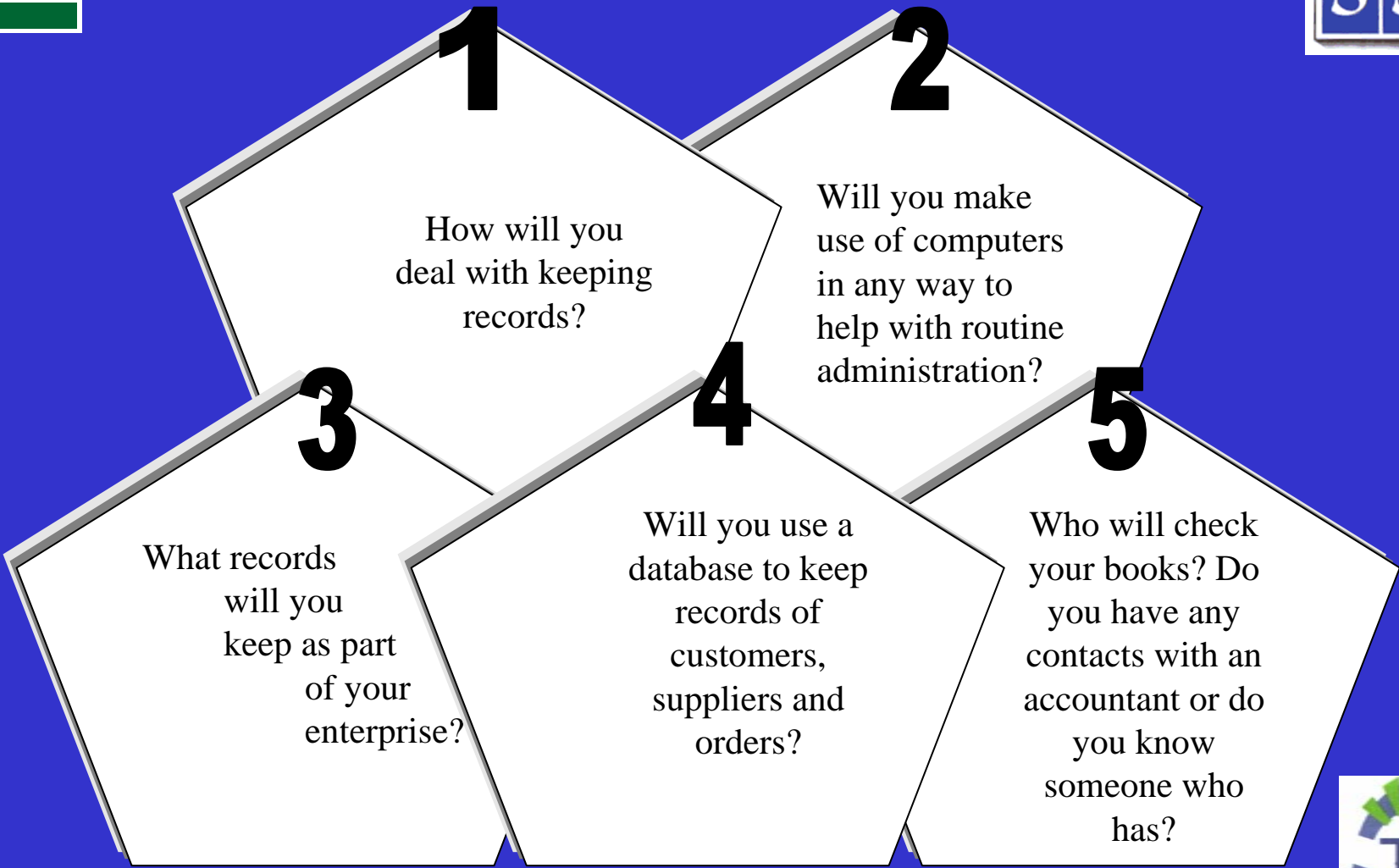


KEEPING A RECORD OF YOUR BUSINESS





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WEEKS 10, 11 and 12

Work in progress

- Team may have to negotiate a lease on the school premises to enable production to go ahead (*page 71*)
- Meeting still taking place once a week.
- Teacher meets the different managers and checks that they are doing their job correctly.

Many companies are aiming for the Christmas market.





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WEEKS 10, 11 and 12...cont'd

- While the production team is going full steam ahead, it is up to the sales team to put their marketing plan into operation (*page 85 to 88 & 103*)





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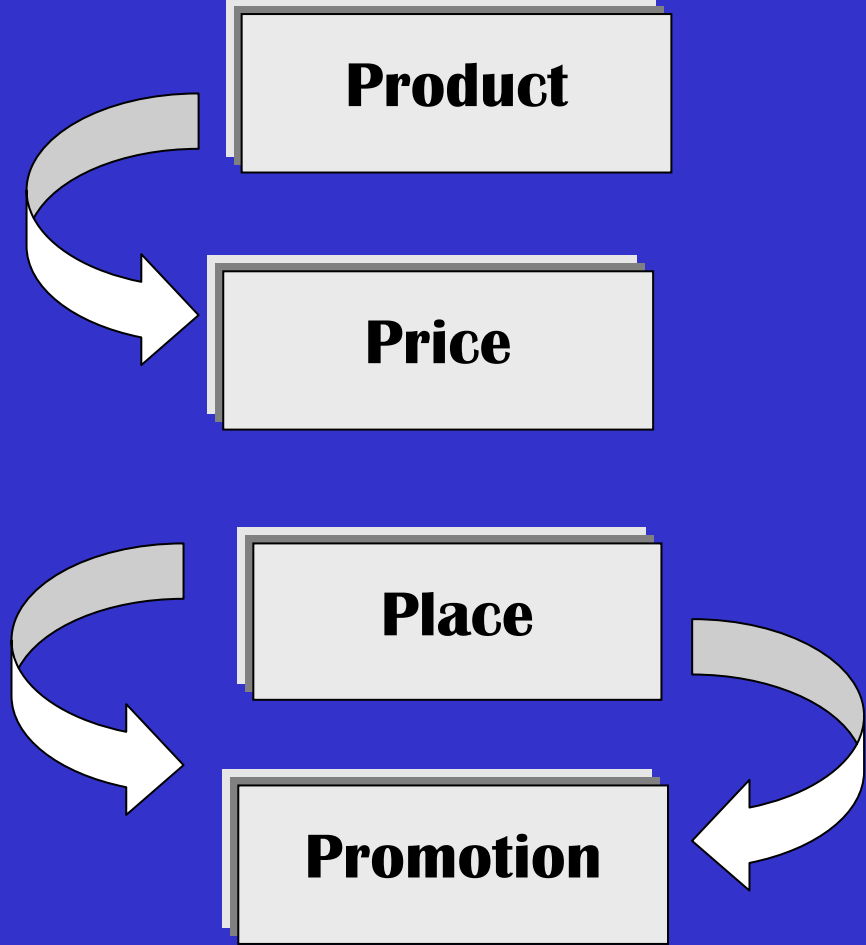
MARKETING MIX – THE 4 P's

To market your product, you use a mix of techniques and tools to get the best effect. To work out your marketing mix, use the 4Ps:





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PRODUCT



For most customers, the product is not only the product itself, but also the packaging, the personal attention you give to your customer. What extras do you offer?





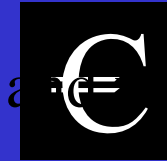
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PRICE – (see Chapter 8)

Pricing is important for several reasons:

- The price you charge will determine your margin, and your profit
- Do you want to sell a large volume at a low profit margin or a smaller volume with a higher profit margin?
- Price is also closely associated with the quality of your product
- Once you have established your price, it is very difficult to increase it without losing customers



To establish your price, it is important to know how much your customers are used to paying and what they are prepared to pay.





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You need to be well informed about competitors' prices.

Be very careful, when researching price. You need to listen *very* carefully to what people say and how they say it.

If your pricing is too expensive, people will tell you quickly.

Anyone who intends buying the product or service is unlikely to tell you if it is too cheap. – Tread carefully!!

If your price is a little dear, people may say the price is fine. You will only find out that it is not when you cannot sell the product/service.





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PLACE



To maximise sales, it is vital to have the right product, in the right place, at the right time. To do this, it is necessary to look at how you are going to get your product to the customer (Channels of Distribution)

The two most common channels of distribution for a Minicompany are:





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Manufacturer

Manufacturer

Consumer

Retailer

Consumer





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PROMOTION

Promotion refers to the way the Minicompany communicates with the members of the public, about its product or service, in order to increase sales.

The main forms of Promotion used by a Minicompany are:

- Advertising
- Personal Selling
- Attending Trade Fairs





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ADVERTISING

The key steps in advertising are

- Always emphasise the advantages for the customer
- Remain credible and trustworthy
- Motivate your public to come and buy





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PERSONAL SELLING

The final target is selling your product. In most cases, you – the sales team are the ones who are going to sell. So you must:

- Prepare your sales talk, well
- Write down the reasons why people may buy your product/use your service, and the reasons why they may not buy your product/use your service.



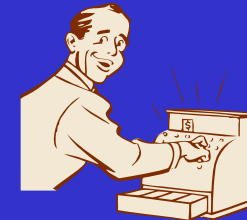


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ATTENDING TRADE FAIRS

- You will get an opportunity here to demonstrate your products.
- Remember you will need to prepare brochures for distribution at the Trade Fair.
- You can also make a special exhibition offer



Some ideas on ways to promote your Minicompany and its products or services:

- Design and print brochures that can be delivered house to house.
- Have posters made and hang them in strategic places
- Direct Mail – Send sales letters directly to potential customers if you have their addresses.





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WEEKS 10, 11 and 12...cont'd

- The finance manager is looking after the accounts on an on going basis (*CHAPTER 8*)





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WEEKS 10, 11 and 12...cont'd

- The quality control manager has a very important role to play during production.
- Managers prepare weekly reports which are discussed at the weekly meetings (*page 54, 55*)





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REPORTS



- A report is a written document covering the history of the business. It can be written up by the managers on an ongoing basis and then produced for the AGM. The language used must be simple enough for the reader to understand. The general rule that should be applied is to **Keep It Short and Simple. (KISS)**





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FORMAL REPORT





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SAMPLE MINICOMPANY REPORT

Beaumont Disco Company

Terms of Reference

To investigate the running of a school disco

Introduction

The Transition Year students are investigating the possibility of running a school disco once a term, as at the present time, no discos take place on the school premises.





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Body of Report



The Transition Year students carried out a survey among a representative sample of students in the school, both senior students and junior students. Questionnaires were compiled and issued to participants. The findings were compiled and analysed. The findings were then brought to the attention of the Principal of the school, the Board of Management and the Parents' committee. They were asked for their opinions as their permission and assistance would be required if the discos were to materialise.





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Findings

It was found that only a small minority of the senior students believed they would come to a school disco. A follow-up survey was held among the junior year groups and the findings showed a more positive response. The Parents' committee agreed to help organise the discos if the company was to proceed with its activity.





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Recommendations

A school disco should be held once a term. Tickets should be sold in advance. Advertising must be inside the school only, as admission to the disco would be strictly reserved for students of the school.





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WEEKS 10, 11 and 12...cont'd

- If the company is not producing for the Christmas market (*mention sales here, page 58, 59*), there is less pressure but they will probably be at the same stage at this time





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A Business Representative should:

- ✓ Listen carefully
- ✓ Be slow to talk
- ✓ Empathise with the customer
- ✓ Be helpful
- ✓ Be specific
- ✓ Stick to the facts
- ✓ Make good eye contact
- ✓ Watch body language
- ✓ Be confident
- ✓ Be up beat
- ✓ Be positive
- ✓ Use repetition





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A Business Representative should Never

- ✓ Interrupt an angry customer
[Think of a fire, it will eventually burn itself out!]
- ✓ Fidget [Gives the impression you are not confident]
- ✓ Lose your temper
- ✓ Be discourteous or rude
- ✓ Be flippant with a customer





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REMEMBER YOUR TASK IS TO

Solve the customer's complaint to her/his satisfaction. To do this you may have to involve other members of your team/company. If so, do not consider this as a weakness; rather think of it as a strength, as it shows you are all working as a good team.





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CUSTOMER OUTCOME:

After any interaction with the customer
She/he may feel as one of the following:

Apostle:

The customer is happy with the outcome and
will tell others





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Hostage:

Is not happy with the outcome, but has no choice



Terrorist:

Will seek other ways of running you and your company down



So ask yourself: 'Which one of these do I want my customer to be?'





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AFTER CHRISTMAS

- Some minicompanies close down after Christmas
- Others go until March or April.
- It takes about 4 weeks to wind down the company properly.
- Getting ready for the trade fair will take up two weeks.
- Closing down the company (*Chapter 9*)





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****TRADE EXHIBITIONS ****

DUBLIN

- **WEDNESDAY 29TH OF MARCH 2006.**

