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*Helping to keep your business in business*

## Programme Status April 2010



# **SMALL BUSINESS ADVICE PROGRAMME – STATUS UPDATE**

## **Introduction**

This is a short information note outlining the status of the Small Business Advice Programme (smallbusinessadvice.ie) after the first five months of operation of the pilot programme in the Cork Region.

## **Number of Applications**

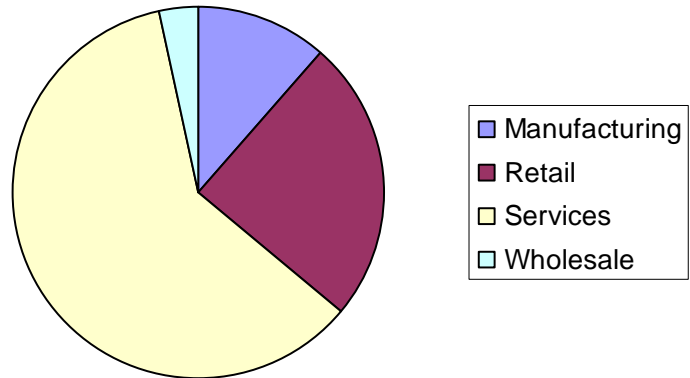
- As of 12<sup>th</sup> April 2010 there have been 61 applications for assistance
  - Most applications via website c. 75% the rest by phone and post c.25%
- Geographic profile of applicants
  - Most applicants in the greater Cork city area and satellite towns
- Typical size of company
  - Most are small owner managed business with less than 5 employees

## **Types of Businesses Who Have Applied**

- A wide range of businesses have applied from various sectors including:
  - Retail
    - Fashion
    - Maternity/children clothing suppliers
    - Decorating supplies
  - Manufacturing
    - Kitchen manufacturers
    - Engineering companies
  - Wholesale
    - Construction supplies
  - Services
    - Equipment Maintenance
    - Childcare Facilities
    - Catering and Hospitality
    - Hair and beauty services
    - Web design /software

## Analysis of Applicants by Sector

<u>Category</u>	<u>Number</u>
Manufacturing	7
Retail	15
Services	37
Wholesale	2
<b>TOTAL</b>	<b>61</b>



## Feedback from Applicants

- Feedback has been sought from applicants as part of closing out the applications
- Feedback has been positive in all instances
- Typical comments received:
  - *“Found meeting with Adviser very worthwhile”*
  - *“Advice received very practical”*
  - *“Pleasantly surprised by the experience of the Adviser”*
  - *“Got some issues to think about – may not implement all suggestions but glad to get them anyway”*
  - *“Good to have a sounding board to verify on the right track”*
  - *“Good to talk to someone who is in business also”*
  - *“Got encouragement to keep going in a difficult time”*
  - *“Good to have a contact to bounce ideas off in the future”*

## Expansion of the Pilot Programme

- The Programme is being expanded to the South-East Region
  - Waterford, Wexford, Kilkenny and Carlow
- There is broad support from the business and political community for this expansion
- Launch date 10th May 2010
  - 18:00 – 20:00
  - Location – Tower Hotel in Waterford