

How can the Inspire Business Support Programme benefit **YOUR** business?

The Inspire Business Support Programme aims to provide businesses within Omagh and Strabane District Council areas with:

- ↻ One to One Mentor Support
- ↻ Business Conference Participation
- ↻ Skills Workshop Participation
- ↻ Action Planning
- ↻ Addressing Barriers to Growth
- ↻ Developing New Sales Opportunities
- ↻ Networking Opportunities
- ↻ Signposting

For further information please contact:

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Invest Northern Ireland
Building Locally
Competing Globally



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FREE PROGRAMME

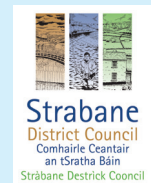
An Economic Development Initiative

Inspire

Business Support Programme

The Inspire Business Support Programme:

A support initiative designed to provide one to one sales and marketing support to local businesses within Strabane and Omagh District Council areas.



About Inspire...

The Inspire Business Support Programme is a new joint initiative between Strabane and Omagh District Councils. The Programme will address specific issues and barriers to growth through a package of needs based and tailored sales and marketing support together with addressing other barriers to business development.

The Programme is designed to increase the capacity of local business through engagement in increased sales and marketing activities. It will address the specific needs and interests of businesses within the two districts – this need has been assessed through current and past consultation with the small businesses in the district. It will be targeted at both Invest NI clients (with Invest NI approval) and non-active Invest NI clients operating in either Omagh or Strabane District Council areas.

The Inspire Business Support Programme will help small businesses to identify and develop new sales opportunities in a focused and structured manner in order to achieve sustainable growth and competitive advantage through a medium that suits the company.

The Programme will provide businesses with the knowledge to identify and target prospective customers and to sell more effectively through a structured and planned approach.

Get Involved...

Who Can Participate?

- ↻ Small to medium sized businesses located in the Strabane District Council and Omagh District Council Areas
- ↻ Small to medium sized businesses who have a minimum turnover of £30,000 annually
- ↻ Small to medium sized businesses who have a target of creating employment and increasing turnover within the next 5 years
- ↻ Newly established small to medium sized businesses (established within the last two years)

How to Apply



- ↻ Request an Application Form from the Inspire Project Coordinator - Ann McAleer (amcaleer@strabanedc.com)

Results...

What to Expect?

Free One to One Sales and Marketing Mentoring for local businesses with the Strabane and Omagh District Council areas.

Businesses accepted to become involved in the Inspire Programme can also expect to receive the following support in order to develop the sales and marketing aspects of their business:

- ↻ Development of an Action Plan to set clear achievable objectives for your business
- ↻ Skills development delivered via workshop participation
- ↻ Networking and signposting to other appropriate business support providers to ensure your businesses future is secured

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