# Oifig Fiontair Áitiúil Local Enterprise Office Let's talk business!

















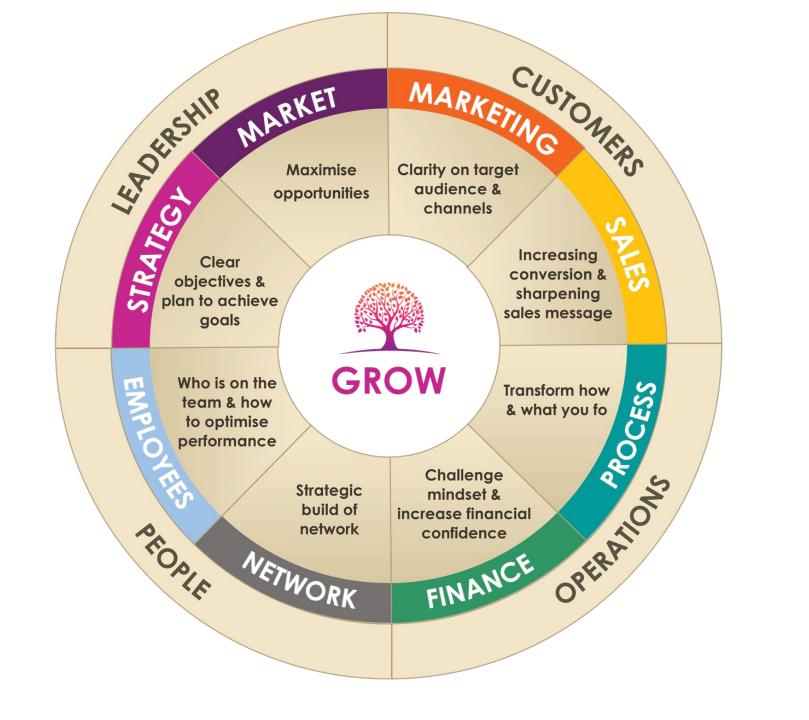
#localenterprise

## REBOOT AND ENERGISE OUR BUSINESS STRATEGY



#### **TODAY**

- Identify strategies for growth
- Create a robust 1 page strategic plan
- Set clear performance indicators
- Build accountability into achieving your goals







**TODAY** 





#### HOW HAVE YOU BEEN?

#### **LEAN MODEL CANVAS**



g Fiontair Áitiúil Dhún Laoghaire-Ráth an Dúin

Local Enterprise Office Dún Laoghaire-Rathd

CUSTOMER SEGMENTS	PROBLEMS	CHANNELS	UNFAIR ADVANTAGE
	VALUE PROPOSITION	KEY PARTNERS	METRICS
COST STRUCTURE		REVENUE	STREAMS





## APPLY CREATIVITY IN DIFFERENT SPACE





## chupi

Successful Businesses











#### **BUSINESS ESSENTIALS**





**CUSTOMERS** 



**MONEY** 

#### METRICS







**CUSTOMERS x SELLING PRICE =** 

MARKETING STRATEGY



#### **BUSINESS METRICS**



How much money do you want to make?

How many products do you have to sell to make that?

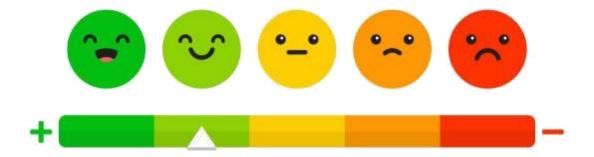
How much will it cost you to make that many?

CUSTOMERS	SELLING PRICE	TURNOVER	COSTS	PROFIT
		30k		

CUSTOMERS	SELLING PRICE	TURNOVER	COSTS	PROFIT
	300	30k		

CUSTOMERS	SELLING PRICE	TURNOVER	COSTS	PROFIT
100	300	30k	20k	

CUSTOMERS	SELLING PRICE	TURNOVER	COSTS	PROFIT
100	300	30k	20k	10k





#### **PRODUCT**

PRODUCTS
HATS
JUMPERS
TOTAL

CUSTOMERS	SELLING PRICE	TURNOVER	COSTS	PROFIT
100	€50	€5000	€2000	€3000
20	€500	€10000	€2000	€8000
120		€15,000	€4,000	€11,000

#### ENTREPRENEUR EQUATION ©





#### YOUR BUSINESS

CUSTOMERS	SELLING PRICE	TURNOVER	COSTS	PROFIT

#### ENTREPRENEUR EQUATION ©

#### CUSTOMER SEGMENTS

#### TIP 1

Do not go for the "everybody" campaign



# THE EVERYBODY CAMPAIGN

#### Competitive Advantage

Clear message Increased relevance Cut through the noise Better media decisions

### YOU'VE GOTTA START SOMEWHERE



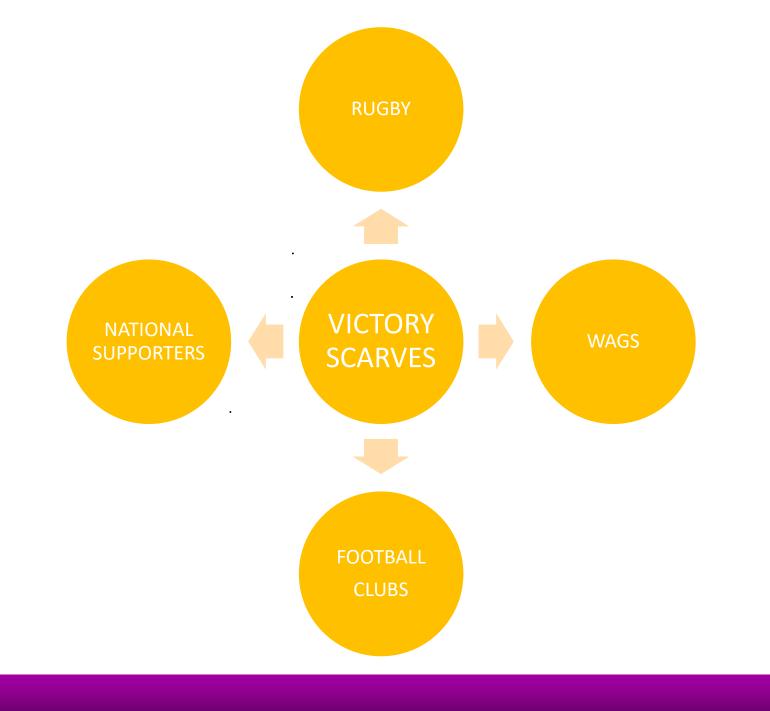


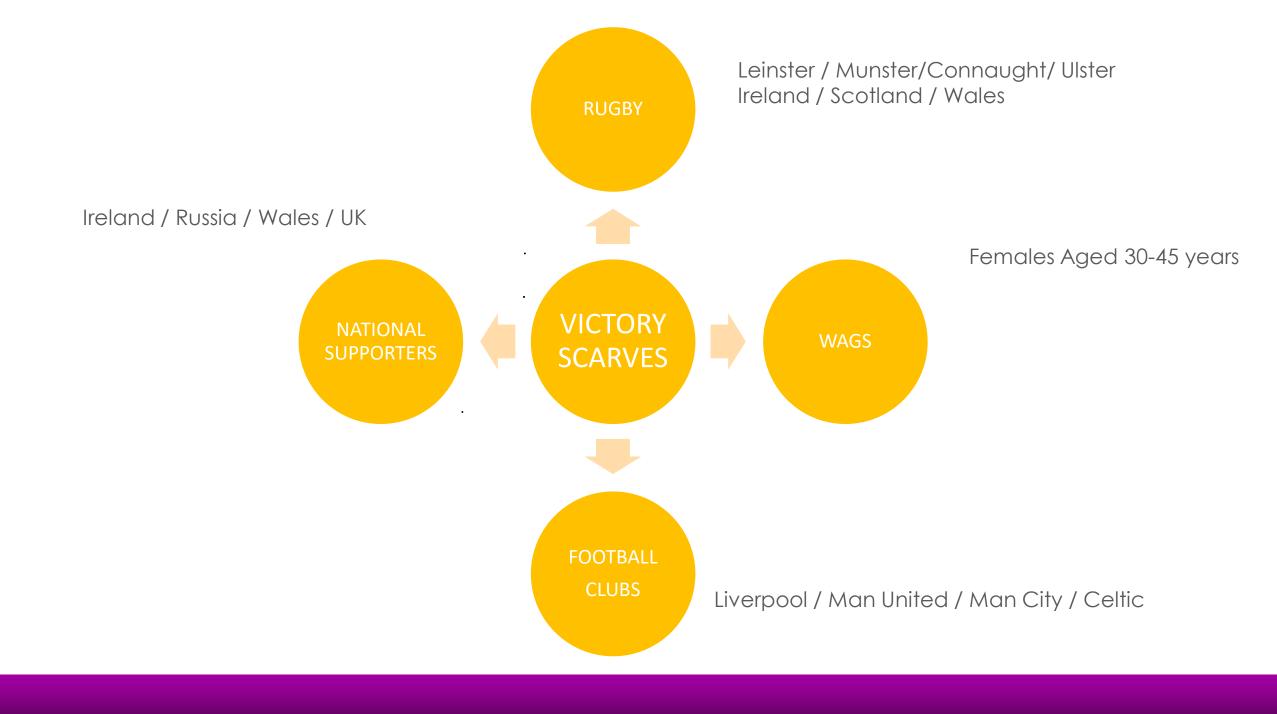
ABOUT CONTACT



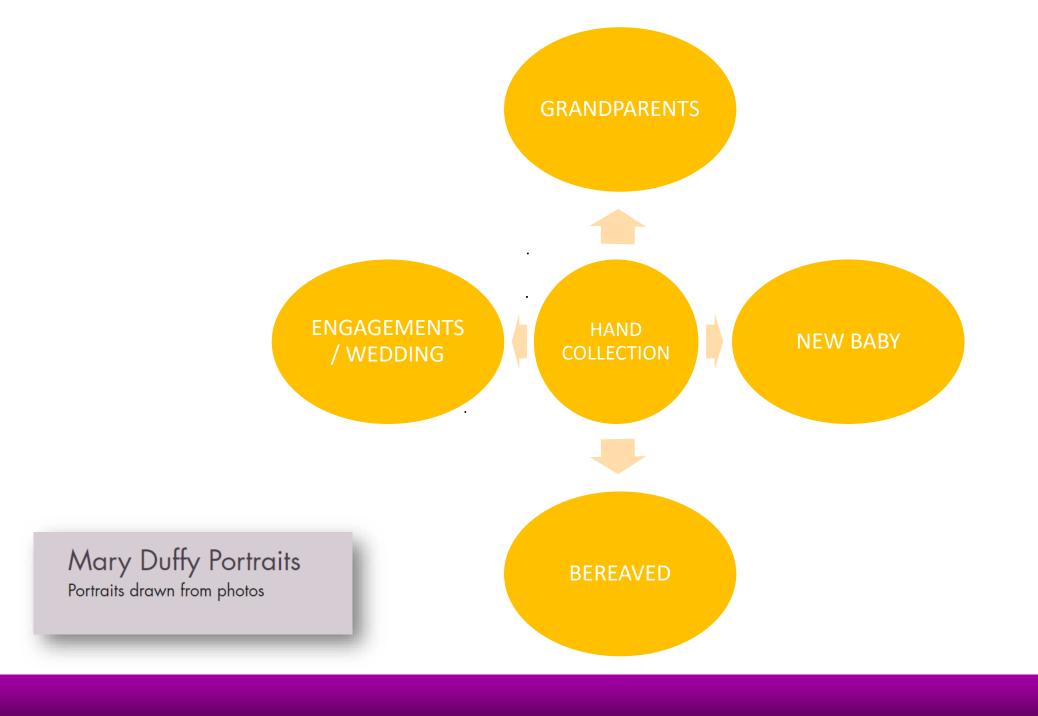
- SUPPORT IN STYLE -







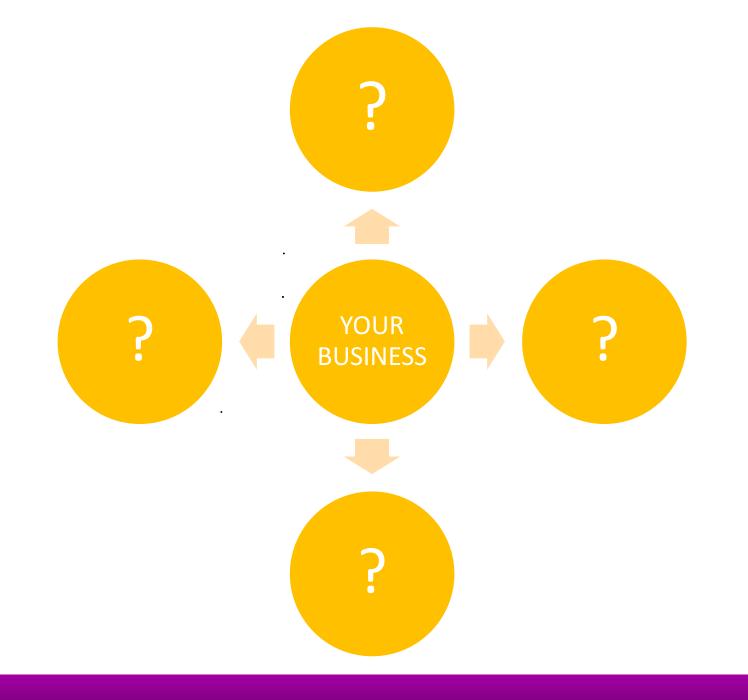




Women aged 60 plus years old **GRANDPARENTS** Women aged 25-35 years **ENGAGEMENTS** HAND **NEW BABY** / WEDDING COLLECTION Women aged 30-45 years old Mary Duffy Portraits BEREAVED Portraits drawn from photos

#### **INNOVATION**

Is there new customers or new products you could create?



## TIP 2 Put your money/time on the BEST POTENTIAL winners





# Demand Margin Ease Passion



# Demand Margin Ease Passion









## TIP 3 Feel the fear and do it anyway!

#### CHANNELS

#### **CHANNEL AUDIT**

How are we reaching them now?

How are our channels integrated? Which ones work best?

Which channels are most cost effective?

#### **HOW WILL YOU REACH YOUR CUSTOMER?**

What channels does my customer use?

- What do they read? online/offline
- What do they listen to? radio / podcasts
- Where do they gather? events / networks / organisations
- Who influences them?

#### WOMAN 40-55 YEARS

#### What do she read?

Sunday Independent

Journal.ie / Her.ie

Image Magazine

#### What does she listen to?

Newstalk

RTE Weekend Programme

Irish Podcasts e.g. Doireann Garrihy



Who influences them?

Lisa Lust

GAA

#### INNOVATION

Is there an opportunity to take a fresh look at what channels you are using?

#### RESEARCH AND BUILD YOUR CUSTOMER PROFILE

#### **PROBLEMS**

#### PAIN V PLEASURE

What problem does your customer have?

What are the opportunities for them?

What drives/excites/interests them?

What do they hate/barriers/reject?

#### PAIN V PLEASURE

- Time savings. "This meal only takes 5 minutes to prepare and has no cleanup."
- Cost savings. "This meal costs a fraction of what it cost to eat out at a nice health food restaurant."
- Overcome fears. "You may be afraid that your kids will never like food that's healthy, but this is delicious."
- Pleasure. "It tastes oh so good!"
- Avoidance of Pain. "And you won't have to feel guilty because each serving only has 340 calories. You can still fit in your jeans afterwards."



## NOT PROBLEMS BUT REASONS TO BUY

#### **OCCASSIONS**

GIVE THEM A REASON TO BUY FROM YOU!



#### **OCCASSIONS**

#### DO I REALLY MAXIMISE THE OPPORTUNITY?

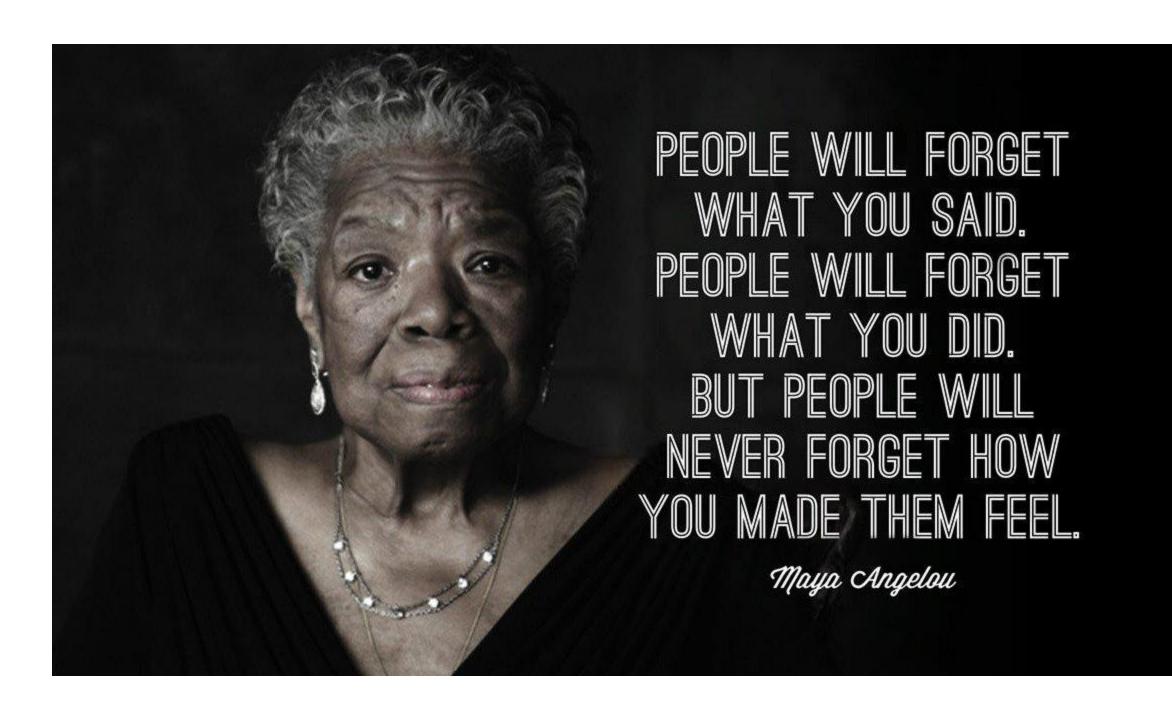


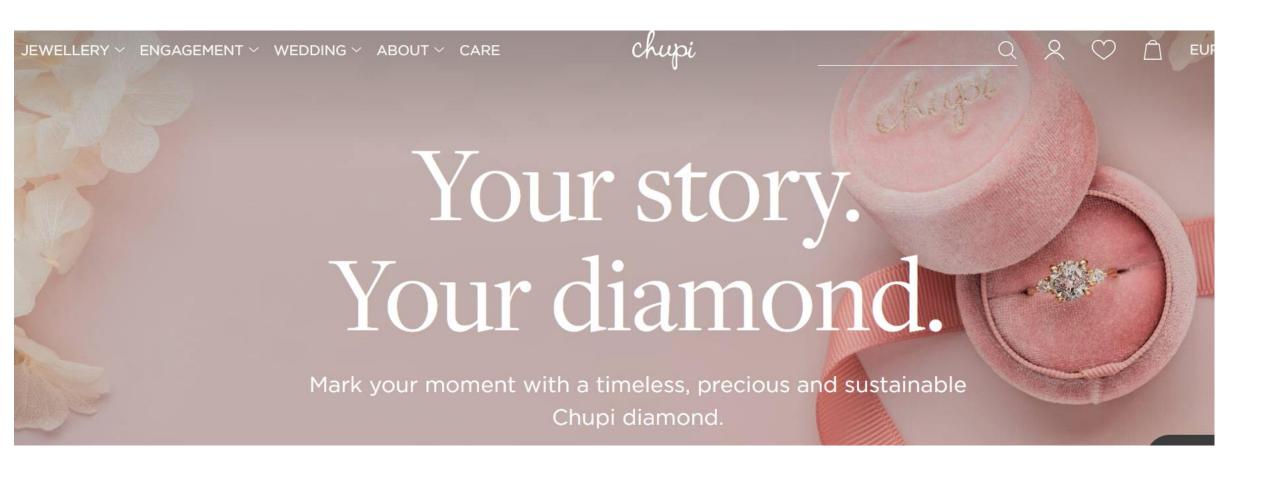
#### **MOVE FROM PRODUCER**

TO

#### **STORY TELLER**





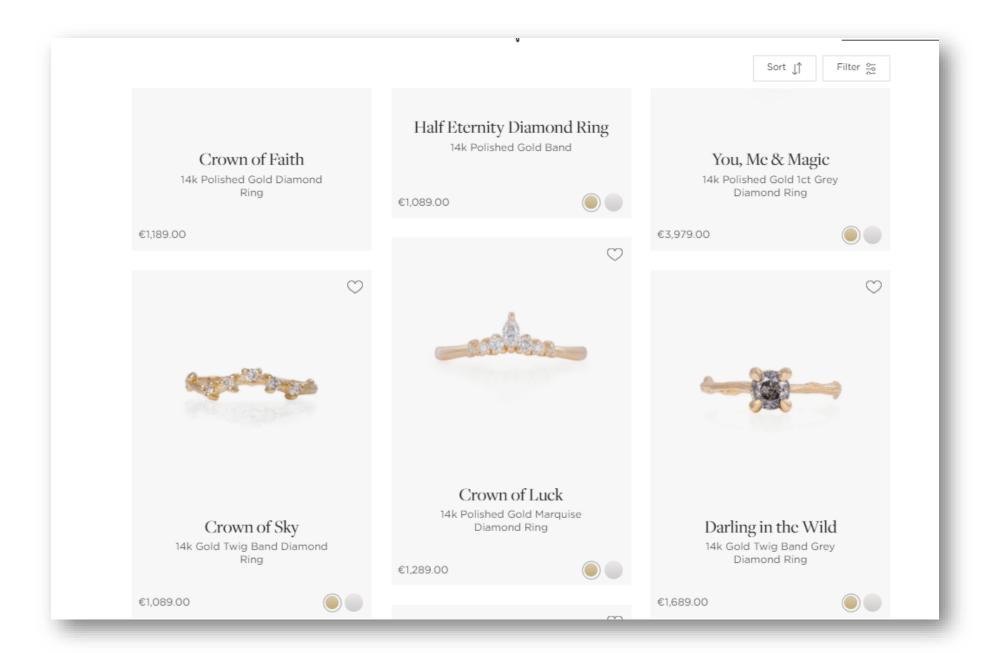


#### Heirloom Rings

#### Collection

Mark your moment with a timeless, precious and sustainable Chupi heirloom ring. Our collection of heirloom rings and sparkling right hand rings are the perfect way to celebrate you. Designed by Chupi to help mark your own precious moments and all of life's celebrations, each one is completely unique, made here in Ireland and designed to last a lifetime.

more ∨



#### **MOVE FROM PRODUCT**

TO

#### **EXPERIENCE**



#### **REASONS TO BUY**

What is the occasion I can use to prompt purchase?

What is the story I am telling that will resonate with them?

How can I create an "experience" for my customer?

## INNOVATION What is my hot take?



#### **Consumer Insights**





#### **PARTNERS**

### WHO ELSE CAN HELP YOU GET YOUR PRODUCT OUT THERE?

Retailers

Wholesaler

Affiliate

Am I maximising the opportunity?



#### **DECISION TIME**

CUSTOMER SEGMENTS	PROBLEMS	CHANNELS	UNFAIR ADVANTAGE
	VALUE PROPOSITION	KEY PARTNERS	METRICS
COST STRUCTURE		REVENUE STREAMS	



#### 5 Learning Points / Opportunities today?!

Business Metrics: I have a clear financial goals and can play with numbers

2 Target Customers: I know who are I am going after for 2020

**3** Key Channels: I know how I can you reach them

4 Problems/ RTB: I know what is the RTB for my customer

**5** Partners: I know who I can link with to distribute my work more widely

Where is you gap?

#### **FOR NEXT TIME**

## Action Metrics of Success

#### **SESSION 2: REFLECTION CARD**

What do you want to action do you want to take in the next 2 weeks?

How will you support yourself?

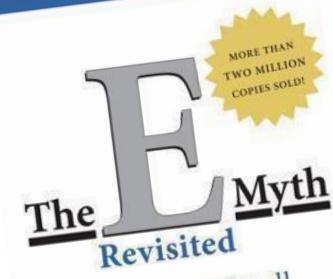
How will you celebrate your success?

How much time do you spend on different tasks?

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Why Most Small Businesses Don't Work and What to Do About It

MICHAEL E. GERBER

The World's #1 Small Business Guru



#### #CLARITY

#CREATIVITY

#CONFIDENCE



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