While the new government receives their first baptism of fire, small businesses continue to innovate and examine new ways of developing their service offering. The latest example of this comes in the form of a large dollop of creative thinking from Galway-based Tara Dalrymple of Busy Lizzie, who spotted an opportunity to build her business's audience through a mutually-beneficial working synergy with another West-of-Ireland colleague, Irish Business Intelligence.

'Olwen and I share a very similar view on business, working with clients and the right way to do things. From on-going communications it was clear that our two businesses dovetailed nicely. Very quickly we decided a collaborative relationship was not only a way to really help our clients grow, but also a great way to grow each other's client base' Tara adds.

Both businesses offer solutions and support for business-people and entrepreneurs of all walks, by simplifying, advising and expediting their personal and business lives: Olwen Dawe of Irish Business Intelligence 'when Tara and I spoke about the idea initially, there was an instant fit. I offer support and advice by coaching start-ups, small and developing businesses on how to best get their product or service to market - helping them to overcome personal and business obstacles along the way. Busy Lizzie's back office outsourcing portfolio is extensive - from call-answering, concierge, e-marketing and social media to personal and social services'

Both Tara and Olwen are members of Network Ireland [Galway and Mayo branches respectively], and are award-winning businesswomen. Both have solid corporate backgrounds in operations, HR, IT, banking, retail, PR and marketing, giving these two ladies years of 'big' business know-how, they really do know their stuff.
According to both Tara and Olwen, it's a case of "paying it forward"; by supporting others, you can help yourself 'I think businesspeople have had their fill of the constant stream of negativity - it's time to look at the opportunities we can create for ourselves and one another by working together' Olwen comments

'Our packages are built with SMEs in mind, they cover off all bases a start-up or growing SME

Company requires, and when they grow we have other packages to take them onto the growth

stage. Between us, we will are able to take someone from zero to hero. For example, we are offering basic or 'entry-level' services from as little as €400 - this type of package would include a development report from IBI, covering a broad-spectrum of marketing and development objectives for SMEs, and a social media starter package, 'bronze' e-newsletter or call-answering / virtual secretary services. ' says Tara 'In addition to this, we're able to provide more hands-on packages for developing business which would include a selection of our back-office services as well as Olwen's onsite consulting or monthly coaching option - we do a 'pick-and-mix' which offers best value-for-money.'

Outsourcing is utilised more and more as companies limber up and examine routes to become leaner and meaner, while consultants really have to show their worth and deliver tangible results, 'Unfortunately there were a lot of "consultants" around during the boom - sadly, many of them didn't really do what they "said on the tin" resulting in a wide sense, among business-owners, that most consultants are just "hacks" who don't actually deliver anything' claims Dawe, 'I am a business-person, and I deliver results, based on clear, concise objectives agreed with my client - no ambiguity! Partnered with the wide-variety of services Tara offers to support businesses - we can revolutionise the way you do business.'

If you'd like to hear more about the Busy Lizzie / Irish Business Intelligence service offering, visit the company's websites at www.irishbusinessintelligence.com and www.busylizzie.ie or call Olwen on 087 7997772.

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