This is a free, email-based course, consisting of six modules that cover the key topics you need to know when starting a new business:

· Suitability, Strategy & Market Research
· Marketing
· Formalities
· Information and Communications Technology
· Finance
· Business Plans.

The course has been written by Brian O'Kane, renowned author of "Starting a Business in Ireland", co-author of "Starting Your Own Business: A Workbook" and webmaster of www.startingabusinessinireland.com .

Once you have successfully

registered, you will receive an email each day for the next six days, each email containing a link to a module of the course. In addition, when registering you will be able to choose an Industry Guide from among the 20 most popular business types currently being started. These Guides provide invaluable information on starting a business in particular industries, including market trends, legal requirements and key contact information.

This training course is part of Bank of Ireland's wide range of services for small businesses and start-ups. Talk to a Business Adviser in any of our 270 branches or visit **www.bankofireland.ie/business** for more information.

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