

business success

success and improvement program
for Kangaroo Island businesses



business foundations

4 July 2018
9.30am—11am

In this session we will look at a simple (2 page) business plan. We will help you answer the following questions: What is your business? What are your products/services? Who are your customers/clients? Why do your customers/clients choose you? We will also discuss your business obligations, including legal, financial, licenses and permits.

Session length: 1.5 hours

business customers and clients

1 Aug 2018
9.30am—11am

In this session, we work to understand who are your customers? Understand what each customer is worth to your business, and understand what makes a good customer.

We will then look at how to retain good customers and how to attract more like them.

Session length: 1.5 hours

business products and services

5 Sept 2018
9.30am—11am

In this session, we will work through how to deliver products and services that you customers and clients actually want, how to develop new products and services, how to improve profitability through understanding true costs of your product or service, and how to increase your margin by value-adding.

Session length: 1.5 hours

business marketing for success

18 Oct 2018
9.30am—11am

In this session, we will discuss what is marketing, traditional methods versus online methods, how to measure your marketing and understand what is effective. We will explore what types/techniques work best, and finally discuss the concept of "customer acquisition costs".

Session length: 1.5 hours

Who should attend?

- ✓ Business owners and managers
- ✓ People starting a new business
- ✓ Retail businesses
- ✓ Trades and services businesses
- ✓ Home-based businesses

all sessions are

FREE
to attend

Sessions held at:

Kangaroo Island Community Centre
Telegraph Road, Kingscote

Bookings at **Eventbrite**

www.eventbrite.com.au

(click session titles in this document for direct links)

"Presenting my business issues to Practical Consulting, I wanted to strike a balance between risks, wants and needs for my future. I came away able to move forward with clarity and confidence."

Darry Fraser, KI Paperworks



Darren Keenan is a business management consultant, trainer and facilitator. He lives with his family on Kangaroo Island.

With over 20 years experience in owning and managing multiple business, he has already walked the path of many business owners. These experiences, backed with practical experience in local government, health, education and member organisations, he brings strategic vision, and turns it into practical information and advice; which you can immediately adopt into your business.

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