



# Kildare Business Matters

## A Newsletter from Kildare County Enterprise Board Ltd



### A MESSAGE FROM THE CEO, MR. DONAL DALTON

It gives me great pleasure to introduce Kildare County Enterprise Board's Spring 2009 newsletter. 2008 was a difficult time for small businesses and it is likely that the situation will continue in 2009. Businesses need to ensure that they are operating efficiently and are making the maximum use of resources available to them. Kildare County Enterprise Board has just launched its Spring 2009 Training Programme. The programmes have been designed to meet the requirements of small businesses in the challenging times which they are facing. These programmes are available to all micro-businesses in County Kildare, irrespective of what sector they are operating in. I would urge all businesses to examine the programmes that are on offer and encourage your participation on the individual programmes which you feel might be of benefit to your company.

## MANAGING YOUR BUSINESS THROUGH THIS RECESSION

by Blaise Brosnan of Management Resource Institute



"No man is an island", neither is your business. It has to initially exist and then succeed within its trading environment. This trading environment tends to go in cycles and we are currently going through a dip which appears to be very deep, but this is because of the height that we have fallen from. The one certainty about cycles is that every peak is followed by a dip and every dip is followed by a peak. It is always difficult to call either the top or the bottom of the market, but we can say with certainty that we are much nearer to the bottom of this current cycle than we were some six months ago. This is good news.

I believe that you as the owner manager of your business must understand that you have to professionally manage your business as per the following two time frames;

1. During the current dip.
2. Post the current dip.

Your style of management and the strategies and tactics you need to adopt should be different for both phases. For the purpose of this article, I will focus on the first time frame.

Your clear business objective should be that you must appropriately manage your business through this dip, so that it is still standing and as undamaged as possible at the end of this phase. It needs to be then fit enough to exploit the inevitable opportunities that will emerge as the trade cycle starts to rise.

I am listing here the critical issues you need to effectively manage so as to achieve this

### 1. Manage your cash-flow

There is no quicker way of going burst than to run out of working capital. Of the 570 companies which went into receivership in 08, I would say that the majority of them didn't fail because of either lack of business or for operational weaknesses, but because of lack of working capital. It is your responsibility as

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owner manager to efficiently manage this cash cycle. You need to be updating the planned movement of funds in and out of your business on a weekly basis, through the use of your floating cash-flow statement.

## 2. Match your operating costs to your realistic anticipated revenue.

In order to have your business fit to exploit the future opportunities, you have to do what you have to do in order to get your cost base into line with your anticipated revenue. This will involve making some hard decisions re cutting out some surplus cost centres, but as the owner manager, you don't have a choice. Do it now and don't be waiting around and hoping things will work out. You can always gear up when the trading cycle starts to rise.

## 3. Use your head rather than your heart in these times.

Business is a pragmatic process, therefore you too must manage pragmatically and make and successfully implement those hard decisions.

## 4. Pro-actively fight for new business.

The world hasn't stopped. There is still business out there, so get out there and fight for it.

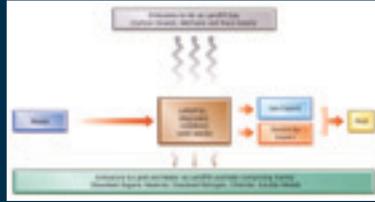
As the owner manager of your business, you are responsible for its success going forward. You have two choices as follows;

1. Put your head in your hands and use all the negativity out there as an excuse for your poor performance.
2. Start to manage the variables you have control over and get out there and make it happen.

Everything has a price. Are you prepared to pay the price necessary for the future success of your business?. If your answer is YES, then start to put in place plans to increase your management capacity by a factor of 10% under each of the above critical parameters. If you do this, then you will get a very good return from your increased management investment.

# IT'S MY BUSINESS

## Some local entrepreneurs introduce their businesses IRISH BIOTECH SYSTEMS, TOUGHERS BUSINESS PARK, NAAS



Irish Biotech Systems went into operation in April 08 to supply specialist environmental services to the waste industry. Currently the company specialises in the containment and management of gases produced as waste breaks down over time when disposed to landfill. Previously this type of environmental management service was only available from UK or German suppliers where response time has always been a problem.

The management of Irish Biotech Systems is made up of three key players who have an extensive background in this field and were the first people involved in the utilisation of landfill gas as an energy source to generate electricity into the national grid back in 1996. That company went from strength to strength and is now currently owned by NTR.

Thanks to the support of the Kildare County Enterprise Board an initial feasibility study was undertaken which highlighted the specific needs of the industry and the available potential to create a standalone business to supply them. It also highlighted the fact that being positioned in the Kildare region allows us to be central to some of the largest waste management facilities in the Country.

Today, with our first year of business almost complete we believe we are well on course to building a solid platform from which to grow and evolve within an industry that is slowly moving into the use of more efficient and sustainable technologies for the management of waste streams.

**For further information regarding the services we can provide please contact [info@irishbiotechsystems.ie](mailto:info@irishbiotechsystems.ie)**

## NTH DEGREE, KILDARE BUSINESS PARK, KILDARE TOWN



Nth Degree are a multi-disciplinary design team united by their passion to create world class digital imagery. Collaborating globally, they deliver visuals on international development projects from Manhattan to Dubai. They use cutting edge design and visualisation technology from the Motion Picture industry. From their County Kildare home, they now offer their services

across the Irish and UK marketplace. The company would like to take this opportunity to encourage local developers and architects to take advantage of their services to strengthen your planning permission applications and marketing images.

**For more information contact:**

**Phone: (045) 522717 Email: [info@nthdegree.ie](mailto:info@nthdegree.ie) Web: [www.nthdegree.ie](http://www.nthdegree.ie)**

## UISCE DAY SPA, CELBRIDGE TOWN CENTRE



Uisce Day Spa opened its doors in June 2008. Co owned by Christine Clinton & Jean Murtagh, the Day Spa has highly trained therapists offering everything from Hot Stone Therapy (winner of five star rating) to the new and innovative Cancer Care Programme for those whose lives have been touched by cancer. Other services include facials, waxing, pregnancy massage, manicures, pedicures. We are proud to offer industry leading education & training programmes for industry professionals.

We would like to take this opportunity to thank Kildare County Enterprise Board for their advice and direction in the growth and development of Uisce Day Spa.

**For further information**

**Phone: 01 6279899 Email: [uiscedayspa@isss.ie](mailto:uiscedayspa@isss.ie) Web: [www.uiscedayspa.com](http://www.uiscedayspa.com)**

**Tel: (045) 861707 Fax: (045) 861712**



Sean Fitzgerald, CEO Sentenial Finance Ltd., An Tánaiste, Mary Coughlan, T.D., Cllr. Liam Doyle KCEB

## LOCAL BUSINESS OFFICIALLY OPENED BY AN TÁNAISTE

Founded in 2004 by Sean Fitzgerald, Sentenial Finance Ltd., was originally established to address a requirement in the market to provide a streamlined, low risk and efficient mechanism for SME and corporate enterprises to capture payments via Direct Debit. Stepping up to fill a gap in the banks service level, Sentenial has grown to its existing size through service innovation and the delivery of a focused payments mechanism.

Based in Maynooth, Co. Kildare, Sentenial is a highly attractive workplace for many who may face the daily commute. "Many of our employees here in Sentenial who are living within the catchment area are quite happy to be free from the daily rush hour traffic into Dublin each morning. Indeed, those who travel out from the city are also escaping the daily grind", comments Sean Fitzgerald, CEO.

In 2005, Sentenial became the first Irish company using an integrated system to attain both ISO9001 (Quality Management & Customer Satisfaction System) and ISO27001 (Information Security Management) certification standards. The company won the European Banking Technology Award for 'Best Payment Product' in November of this year.

On Friday 5th December 2008, Sentenial Ltd, Maynooth, Co. Kildare, announced a significant investment program for the company with plans for up to 70 new jobs. The day also marked the official launch day for the company where The Tánaiste and Minister for Enterprise, Trade and Employment, Mary Coughlan, T.D, formally opened the Sentenial offices in the Maynooth Business Campus, Co. Kildare.

At the event, Sentenial announced details of a major €15 million investment plan for the company to span over the next two years, which includes overseas expansion, a major recruitment drive as well as significant R&D investment. The company is currently recruiting a range of experienced professionals such as Software Developers, QA & Software Engineers, Project Managers, Business Analysts as well as Product & Implementation Consultants. Sentenial's CEO Sean Fitzgerald, as well as Chairman Mr. Kevin Lomax, welcomed The Tánaiste, as well as members of Enterprise Ireland, the Kildare County Enterprise Board and local TD's to the company offices to mark the important milestone for the company.

Speaking at the official opening, the Tánaiste congratulated Sentenial on their continued growth and success. "This is a company that has grown year on year since its establishment in 2004. With support from Government through Enterprise Ireland, Sentenial has increased its market share and doubled employment every year for the past three years. They have followed an aggressive international growth strategy and their success confirms Sentenial as a technology pace-setter in the area of direct debit and payment solutions.

This is an example of an indigenous, expanding, export-driven Irish software company employing highly skilled people, and I wish them continued success", she said.

**For further information on Sentenial's services, telephone Freephone: 1800 930 903 or visit [www.sentenial.com](http://www.sentenial.com)**

# 2008 REVIEW

## MENTORING

- 115 businesses availed of the Board's Mentor Programme.

## WOMEN IN BUSINESS

- 8 network meetings attended by 248 female entrepreneurs.
- Conference & Exhibition in conjunction with Meath County Enterprise Board on Sunday 19th October 2008 with 106 attending.

## WEBSITE GRANTS

- 9 businesses were awarded grants towards the development of their websites. A total of €11,164 was paid out in 2008.

## FINANCIAL ASSISTANCE

- 9 Capital Grants approved totalling €301,000
- 10 Employment Grants approved totalling €75,000
- 2 Feasibility Study Grants approved totalling €10,200
- 11 Capital Grants paid totalling €293,435
- 8 Employment Grants paid totalling €48,750
- 2 Feasibility Study Grants paid totalling €10,200

## TRAINING

- 389 people availed of the Board's business training programme.

## ENTERPRISE EDUCATION

- 14 schools involving 750 Transition Year Students participating in Student Enterprise Awards.



# UPCOMING EVENTS

## SPRING 2009 TRAINING

Kildare County Enterprise Board's Spring Training Programme is now available. As always the programme will be a mixture of short one day courses and longer management development programmes. Details of the full programme is available on our website – [www.kildareceb.ie](http://www.kildareceb.ie).

**If you wish to receive a copy of the training schedule, please telephone Anne Marie at (045) 861707 or email [info@kildareceb.ie](mailto:info@kildareceb.ie)**

## STARTING YOUR OWN BUSINESS IN 2009

Enterprise Start, Enterprise Ireland's workshop series for those thinking of establishing an innovative, export focused start-up business are taking place in the Dublin Region during 2009.

### Evening 1: 18:00 – 21:00hrs

Starting & developing a manufacturing or an export focused high growth business.

### Evening 2: 18:00 – 21:00hrs

Supports for High Potential Start-Up Companies

### Location / Workshop Dates:

10 / 11 February 2009

Enterprise Ireland, The Plaza, Eastpoint Business Park, Dublin 3

31 March / 01 April 2009

Naas, Co Kildare

**Potential candidates can contact: [eva.murdoch@enterprise-ireland.com](mailto:eva.murdoch@enterprise-ireland.com)**

## WOMEN IN BUSINESS

This is a dedicated programme aimed at providing a service to businesswomen and would-be entrepreneurs in the county. The meetings provide an opportunity for networking with likeminded businesswomen to exchange information and knowledge and to promote business to business. The next meeting will be co-hosted with Network Ireland at the Osprey Hotel Naas on Tuesday 17th February 2009 at 7:30p.m.

**If you are interested in attending please contact Anne Marie Burke at (045) 861707.**

## NUIM CONNECT 2009



NUI MAYNOOTH  
Ollscoil na hÉireann, Má Nuad

NUIM will launch an "NUIM Connect" event on 1st April 2009. The event will showcase how NUIM can work with industry and how NUIM can help grow businesses. This event should be of interest to SME's in County Kildare.

"NUIM's Role in Building a Knowledge Economy and Delivering Market Focused Research"

- Do you want to know how NUIM can help you grow your business?
- Do you want to find out how easy it is to obtain a grant to work with NUIM?
- Are you aware of the new tax breaks for R&D?
- Are you aware that NUIM works with companies of all sizes?

NUIM Connect 2009 will tell you how.....

- NUIM is committed to helping develop a knowledge economy.
- Current industry partners of all sizes have engaged with NUIM.
- Government agencies can support this activity.
- You can avail of the significant tax breaks for working with NUIM.

We hope you can take the time to join us on the 1st April 2009 in the premier setting of Carton House for what promises to be a very productive morning.

**For further details please contact NUI Maynooth on (01) 7086589 or email [commercialisation@nuim.ie](mailto:commercialisation@nuim.ie)**

**Supporting small businesses in County Kildare**

Kildare County Enterprise Board, The Woods, Clane, Co. Kildare

Tel: (045) 861707 Fax: (045) 861712 Email: [info@kildareceb.ie](mailto:info@kildareceb.ie) Web: [www.kildareceb.ie](http://www.kildareceb.ie)

