

# THE GPA BUSINESS GROWTH HUB

Retailer ready product development

Business funding advice

Accounting & taxation consultancy

Social media & marketing training

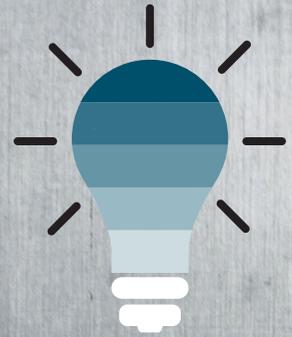
Retail & hospitality consultancy

Business diagnosis

Business pitch coaching



# ABOUT THE BUSINESS GROWTH HUB



The Business Growth Hub was developed to help players off the pitch reach their potential. We understand the time players put into their inter county career and here at the business growth hub we aim to help players develop their business and services.

By engaging in our programmes players at all levels of business will be able to avail of our expert panel of mentors for all sectors of business and industry. We offer a wide variety of services from help to decide if your suitable to start a business right up to export potential and negotiating with large retailers.



“ Last year I began the journey in turning what was a passion of mine - fitness, health, nutrition - and turning this passion into a business. On January 25th this dream becomes a reality with the launch of the **AOM Fitness Online Training Programmes**. I've always been fascinated by training, constantly looking for that margin, breaking down each phase, constantly looking to understand why it works, how it helps, what I can do more of. For the best part of 14 years my training was solely about me, getting my body right, my mind ready. Now with the same energy I find myself loving a different chapter,

helping others, showing them how. Throughout my journey my engagement with the **GPA Business Growth Hub** has helped me put the foundations in place for my business and given me the platform to launch what I believe is the most comprehensive online training programme available on the market today. ”

**Aidan O'Mahony Kerry**



# THE FOUR PROGRAMMES

1. START YOUR OWN BUSINESS

2. GROW YOUR BUSINESS

3. SALES & MARKETING

4. FINANCE



“ Upon starting our business in 2018 we found dealing with the financial side of it very challenging as we had no previous experience in this area. After engaging with the GPA’s Business Development Programme we learned a lot about best practice within business and can now apply them to our own business. I found the programme to be very accommodating to fit in around my time schedule and I wouldn’t have been able

to engage with it otherwise. Personally, I have found it to be an excellent player development programme. ”

**Conor Fogarty  
Kilkenny**

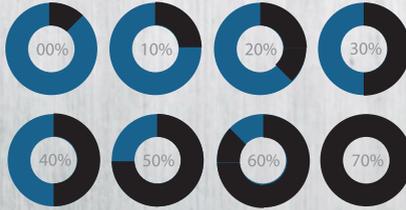


# 1. START YOUR OWN BUSINESS



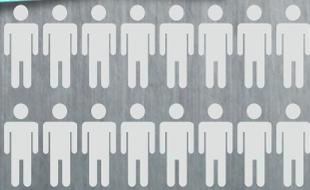
# 2. GROW YOUR BUSINESS

Accessing  
Capital to  
grow



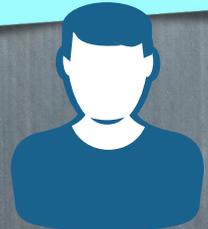
Investor  
Options

Staffing  
and  
Recruitment



Building  
a Team

Export  
Planning



Grants to  
expand  
the  
business



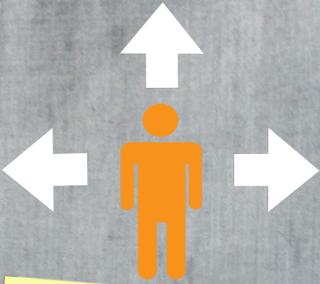
ENTERPRISE  
IRELAND

Oifig Fiontair Áitiúil  
Local Enterprise Office

Enterprise  
Ireland  
programme  
liaison



# 3. SALES & MARKETING



**Pitch  
Coaching  
to Buyers**

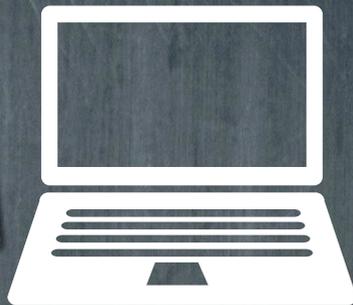


**Social  
Media  
Training**

**Sales  
Planning**



**Trading  
Online  
Vouchers**



**Digital  
Marketing  
Strategy**



# 4. FINANCE

**Grant Aid Applications**  
(LEADER, Enterprise Ireland etc)

**Company Formation**  
(Sole Trader, Ltd Company)

**3 Year Projections**

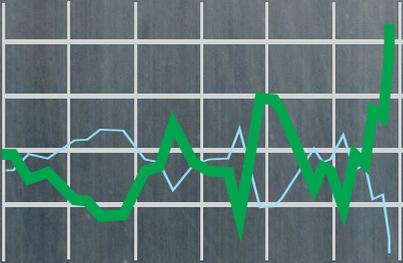
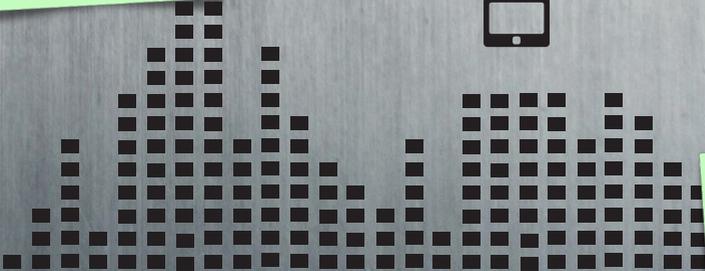
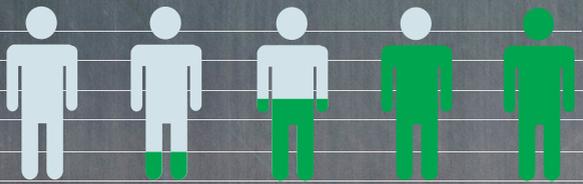


**PAYE, PRSI, VAT**

**Accounting Advice**

**Banking Options & Products**

**Shareholder Agreements**



“ Recently we had a project in Mayo that we could not get off the ground due to many different financial reasons. Luckily the timing of engagement with the GPA’s Business Development Programme was perfect for me. The project is now back up and running, and we are now one step closer to opening our second business. This is all thanks to the GPA’s Business Development Programme, with their support in preparing the application for Leader Funding. I simply would not have the knowledge of the funding available, and would not have had the time to prepare the application by myself. Personally, for me, this has been the best player development programme that the GPA have introduced.”

**Andy Moran**  
Mayo



“ I first came in contact with the GPA’s Business Development Coaching Programme after I had started my own athletic therapy and sports rehab clinic last August 2018. From our very first meeting, the process was a tremendous source of advice and information for helping me get my business off the ground and running in the right direction. From small matters such as developing a realistic and achievable business plan to the more difficult financial issues such as accounting, tax and small business grant applications. The advice I received was first class and helped a great deal in reducing the usual stresses associated with starting a business on your own. I would fully endorse and recommend the GPA’s business development coaching programme to anyone who may be in a similar situation or is thinking about taking a brave step in to a new venture that they are passionate about.”

**Kevin Feely**  
Kildare



In  
association  
with



Gaelic Players Association  
Unit 27 Northwood House  
Northwood Business Campus  
Santry, Dublin 9, Ireland

Tel: +353 1 857 5686  
[www.gaelicplayers.com](http://www.gaelicplayers.com)  
[www.wewearmore.ie](http://www.wewearmore.ie)