

TRADING ONLINE VOUCHER SCHEME

GROW YOUR BUSINESS THROUGH ONLINE TRADING

Goodrich Training & Consultancy



“Throughout the process, we have been delighted with the support and encouragement from LEO Cavan.”

“We now have confirmed and paid bookings well in advance of running courses so can accurately gauge demand.”

Goodrich Training and Consultancy was established by Brendon Goodrich in 1997. Brendon saw an opportunity to provide a range of professional support services related to the foodservice industry. Today, Brendon runs the business together with his wife Geraldine and they call on a team of handpicked associates when required.

Over the years, Brendon & Geraldine realised that with rapid advances in the internet and technology, they needed to move from a “brochure” type website to something that would actively engage with prospective customers. Brendon attended an information seminar organised by the Local Enterprise Office Cavan. It was quickly obvious to Brendon that the Trading Online Voucher Scheme would be ideal to meet their objectives of completely overhauling the old brochure site, developing an SEO friendly website that could be optimised for tablet users & smart phone users.

With the help of the Trading Online Voucher, Brendan and Geraldine developed a website that allows potential customers to book & pay for a training course in one online transaction. As a result Goodrich Training and Consultancy has seen a significant increase in the number of enquiries for a range of consultancy services, with customers telling them that they found them from Google searches. www.goodrich.ie



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ar son na hAeráide & Comhshaoil
Department of Communications,
Climate Action & Environment

www.dccae.gov.ie/tradingonlinevoucher