



Design Development Programme

Delivering competitive advantage through effective design

August 2007

Introduction

Effective design is a powerful business tool and Invest NI offers a range of initiatives that can help you develop your design knowledge and skills.

Through our Design Development Programme we will help you discover renewed and long-term capability in design management and new product development processes.

In the context of increasingly tough domestic and international markets, the programme can illustrate how effective design can deliver strong competitive advantage in solving problems. It can also show you how effective design reduces costs, adds value, builds customer loyalty and differentiates products and services.

Our Design Development Programme addresses a broad range of design and product development needs, including:

- packaging design;
- trends and lifestyle;
- engineering design;
- environmental design;
- textile and fashion design;
- developing better products and processes;
- building more focused brands and corporate identities; and
- defining a targeted communications and marketing strategy.

How will it help me?

By understanding the potential of design better, you can evaluate the strengths and weaknesses of your business more accurately.

The programme will help you to:

- generate new product ideas;
- develop your business strategy;
- address company development;
- respond to new market opportunities; and
- create design management tools appropriate to your business.

How does it work?

The programme takes place over a four-month period and includes one-to-one consultations, workshops, networking opportunities and specialist advice. It consists of:

- two full-day interactive sessions;
- four afternoon sessions, including a hotel-based residential session, a mid-term review session and a final exhibition; and
- a reunion session approximately six months after completion of the programme to evaluate progress.

The programme engages with professional design consultants to work alongside your business with a view to addressing your specific design and product development needs.

Your business will benefit from the services of a dedicated professional design consultant (maximum of seven days consultancy) and the ongoing support of our Design Group, to help you develop your own concepts.

How much does it cost?

Participants are required to contribute £500 towards the cost of the programme.



Who is eligible?

This programme is only available to Invest NI clients, and we recommend that you first participate in our Business Health Check.

Additionally, participants will be selected on the basis of their design awareness, business strategy, organisational potential and commitment to providing the necessary investment to capitalise on the work completed on the programme.

Becoming an Invest NI client

To qualify as an Invest NI client company your business must meet certain criteria.

You should typically be from the manufacturing or international tradeable sectors and be able to demonstrate that currently, or over the next three years, your business will have:

- total sales of over £100,000 a year;
- sales outside Northern Ireland of greater than 25 per cent of turnover or greater than £250,000 a year; and
- the capability and willingness to work with Invest NI.

If you are not an Invest NI client, but can satisfy the above criteria and would like to become one, please contact the Invest NI office in your area. Full details can be found at www.investni.com.

Contact

Please contact your Client Executive if you feel your business will benefit from this service. Alternatively you can also contact:

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nibusinessinfo.co.uk

Invest NI has launched a new online information and support facility, **nibusinessinfo.co.uk**

This web site provides all Northern Ireland businesses and entrepreneurs with free access to an extensive source of essential business information.

nibusinessinfo.co.uk provides 24x7 advice, information, guidance and signposting, with over 5,000 fact sheets and over 70 interactive tools on offer. Every aspect of setting up and running a business is covered, from the earliest days of developing a business idea to the legal issues involved in selling a business concern.

nibusinessinfo.co.uk also features case studies showing how local businesses have handled particular business challenges.

nibusinessinfo.co.uk provides you with a single point of access for all your business information needs, freeing up time for to concentrate on running operations.