

Homepage

7 key features

What can I do on the homepage?

1. Click on a tourism sector (e.g. Restaurants, Attractions) on the **top menu bar** to go to a sector landing page
2. Click on a **sector icon** to go to a sector landing page containing tools tailored for that sector
3. Use **Quick Find** for instant access to tools. Simply choose a tourism sector and choose a tool from the drop down menus.
4. Find out more about key tools by clicking on one of the tools featured in the **Spotlight On** section
5. Check out the latest news, events, tools etc by clicking on an item in the **What's New?** section
6. Calculate break-even point using the **Quick Break-even Point Calculator**
7. Access other Fáilte Ireland Business Supports

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The screenshot shows the homepage of the Business Tools website. At the top, there is a navigation bar with links for Home, Accommodation, Restaurants, Activities, Attractions, and Start Ups. A search bar is located on the right. Below the navigation bar, there is a 'Tools for Tourism Businesses' section with a welcome message. A 'Quick Find' section allows users to select a tourism sector and a tool. The 'What's New?' section features a 'Business Health Check' and an 'An Integrated Marketing Guide - Your Plan for 2011'. A 'Spotlight On...' section highlights three tools: 'Rate your sales expertise', 'Business Health Check', and 'Know your customers'. A 'What's my Break-even Point?' calculator is also visible, with input fields for Sales, Variable Costs, and Fixed Costs, and a 'Calculate' button. At the bottom, there is a 'Business Supports' section with links to Business Mentoring, eBusiness Support Initiative, and Professional Development Programmes. The footer contains links for Accessibility, Privacy Policy, Disclaimer, Site Map, and Visit Fáilte Ireland, along with the Fáilte Ireland logo and copyright information.

Sector Landing Pages



What can I do on a sector landing page?

1. Use the **Tell Me About** menu to access a range of Info Guides and tools tailored for each sector. Menu categories include **Business Planning, Cash flow, Benchmarking, Sales, Costs, Profit, Pricing and Understanding your accounts**. Tools include a **Quick Business and Marketing Plan Wizard** and a **Sales Action Plan wizard**.
2. Access tools tailored for each sector via the **Tools Centre**. Simply click on a category, e.g. Calculators or Templates, and then choose a tool. To go to the **Tools Overview** page, click **More tools**.
3. Get an overview of all the tools available for a sector on the **Tools Overview** page. Click on a tool to access it.
4. Use **Quick Find** for instant access to tools. Simply choose a tourism sector and choose a tool from the drop down menus.
5. Find out about all the **latest tools** available on the website
6. Share tools using the **Share this** feature



Tip!

Use the **Print** button to print any page in a printer friendly format



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All Webpages



What can I do on all webpages?

1. Access a **Glossary**
2. Find out more about the Business Tools website on the **About this site** page
3. Submit any queries that you may have to the Business Tools team using the online **Contact us form**
4. Submit any suggestions and comments that you may have about the site using the **online Feedback form**
5. Search the site using the **Search** feature
6. Use the **Site Map** to get an overview of all the website content

