



Liam O'Regan, second left, with Aileen Sheehan, Gillian Duloherly, and Danielle O'Sullivan, of the Scoil Mhuire Gan Smal team.

Picture: Daragh Mac Sweeney/Provision

## Team makes it easy for Junior Cert students

THE Keep IT Easy team from Scoil Muire Gan Smal, Blarney, Co Cork are national finalists in the senior category of the 2009 County and City Enterprise Boards Student Enterprise Awards, having been selected as Best Mini company in the South Cork Competition. Four students make up the team — Aileen Sheehan, Liam O'Regan, Gillian Duloherly and Danielle O'Sullivan.

They identified a gap in the market for study and revision notes in an easily accessible CD format. They carried out extensive market research through the use of surveys and sought feedback from the educational sector, students and teachers.

The students then designed and developed an interactive revision CD for Junior Certificate student that caters for both mainstream students and that is user friendly and accessible for students with learning disabilities, such as dyslexia.

The revision notes are designed in a digestible, student-friendly format.

In developing the business the student's encountered the common difficulties experienced by

many enterprises today, issues such as prioritising and meeting deadlines, overcoming production issues, cost control and supply management. Conscious of their business reputation, KIE consistently focused on building a quality product and employed a strong marketing plan and positive word of mouth to create and sustain sales.

Their company motto is "if you drive up a mountain you can't back down" and it permeates every aspect of their company.

The team now plans to continue with the business and to expand their product range to offer additional subjects and to diversifying the product range further to develop a range of products that cater specifically for students with learning difficulties.

The ultimate company goal is to engage in negotiations with publishing companies to eventually see KIE — Keep It Easy educational tools available in retail stores.

Reflecting on their experience, the students said that "we believe we now have a higher tolerance for risk and we have developed our negotiation, communication and organisation skills".