

Description of our Business Workshop Series – Sessions 2-5

Simple Steps for Starting Your Business.

Use this to evaluate what is in the series when there is no series 2-5 listed on the schedule.

These sessions are conducted one (1) session per week for four (4) weeks.

A new series is offered 6 times a year

Session 2: Business Concept (Month XYZ – Week 1)

The first workshop focuses on your business concept and step-by-step guidance in researching your idea, your market, and your competition. At the end of the Business Concept workshop, you are able to: identify your target markets, describe your products and services, and collect key competitive information to support your feasibility plan.

Session 3: Marketing Plan (Month XYZ – Week 2)

The second workshop provides you with an introduction to marketing communication methods and tools to maximize your customer reach. The discussion in the Marketing Plan workshop covers pricing strategies, positioning, the difference between features and benefits, and different marketing strategies. At the end of this session, you will know how to: outline your marketing strategy, test your marketing message, choose the right sales channel, and exercise your marketing strategy.

Session 4: Financial Projections (Month XYZ – Week 3)

The third workshop uses exercises to help you better understand financial concepts. This session reviews sales and prices, financial risks and rewards, true start-up costs, ongoing operating expenses, setting benchmarks for tracking progress and the organization of all your financial information. Using a hands-on approach, you learn how to use our financial model to forecast sales revenue and build solid pro-forma financial forecasts.

Session 5: Funding Sources and Next Steps (Month XYZ – Week 4)

The final workshop offers information on how to finance your small business. In this session, discussions include sources of funds, accounting the six C's of credit, banking relations, ratio analysis, and monthly preparation and review of financial statements. A bank loan officer will give an inside view of how a banker assesses the merits of business plans and loan application. At the end of the series, you have all of the tools necessary to decide whether or not to launch your small business.

Attend all four sessions for \$150.00. (A second person from the same company is an additional \$50.00)