



"The Small Business Center positively impacts businesses, creating a prosperous community"

Creating a Successful Business Plan for aspiring and emerging businesses

A series of four business workshops designed to determine the feasibility of your concept and help you make a "go" or "no go" decision for your business. Homework and mentoring are part of the workshop process.

Winter 2010 Series

- Tuesday, February 2 - Basic Concepts and Data Collection
- Tuesday, February 9 - Marketing Strategies
- Tuesday, February 16 - Financial Forecasting
- Tuesday, February 23 - Financing Options

Spring 2010 Series

- Thursday, May 6 - Basic Concepts and Data Collection
- Thursday, May 13 - Marketing Strategies
- Thursday, May 20 - Financial Forecasting
- Thursday, May 27 - Financing Options

Summer 2010 Series

- Tuesday, August 3 - Basic Concepts and Data Collection
- Tuesday, August 10 - Marketing Strategies
- Tuesday, August 17 - Financial Forecasting
- Tuesday, August 24 - Financing Options

Fall 2010 Series

- Thursday, October 7 - Basic Concepts and Data Collection
- Tuesday, October 14 - Marketing Strategies
- Tuesday, October 21 - Financial Forecasting
- Tuesday, October 28 - Financing Options

Workshop Times - Check-in & Networking – 5:30 p.m.
Workshop – 6:00 – 8:45 p.m.

**All workshops are held at:
Jacksonville Regional Chamber of Commerce
3 Independent Drive
Jacksonville, FL 32202**

See complete workshop descriptions on the reverse side

- **Basic Concepts and Data Collection – *Discover start-up fundamentals for small business success***
- **Marketing Strategies - *Learn successful ways to market your product or service***
- **Financial Forecasting - *Determine if your business will make money***
- **Financing Options -*Reach a Go or No-Go Decision***

- **All materials included**
- **Four-part series is \$99**
- **Individual workshops are \$30 each**
- **Payment can be made by credit card, check, or money order only**
- **Space is limited - Registration is required**

- **No refunds**
- **Make-up sessions are available**
- **You do not have to be a Chamber member to participate**



3 Independent Drive ♦ Jacksonville, FL 32202 ♦ www.jaxsbc.com
To register call 366-6618 or shirley.moore@myjaxchamber.com



Complete Workshop Descriptions

Basic Concepts and Data Collection

Discover start-up fundamentals for small business success

We start the process of putting together a Feasibility Plan, which will help determine if your business idea makes sense. It covers the business idea or concept, the need met by the product or service, industry profile, competition, and target markets. You will learn about selecting a name, business structure, hiring/managing employees, and determining how and where your business will operate. You will be introduced to business plan software, and provided with a workbook to help you use it.

At this session, you will be assigned a SCORE mentor who will be your contact point throughout the Workshop series.

Marketing Strategies

Learn successful ways to market your product or service

The Marketing segment is designed to help you learn how to properly position your product or service and to maximize its appeal to the market you intend to serve. It will deal with identifying the features and benefits of your product or service, adapting them to their most appropriate markets using the 4 Ps, advertising, promotion strategies and tactics, and co-marketing and relationship building to maximize the effect of your efforts within a budget.

Financial Forecasting

Determine if your business will make money

In the first part of this session, you learn how to build a financial model of your business. This involves estimating start-up costs, forecasting sales units and prices, and estimating fixed and variable operating costs to make a cash flow and income projection for your business. You will also determine breakeven points and investigate the impact of pricing decisions on your venture's profitability.

In the second part of the session, we will help you understand accounting principles, general business records, taxes, management accounting (income statement, balance sheet, and cash flow).

Financing Options

Reach a Go or No-Go Decision

You will learn financial statement analysis, accounting & bookkeeping systems, the "six C's of credit," banking relations, and sources of capital (traditional and non-traditional). We will also conduct a round-table panel discussion with successful entrepreneurs and SCORE experts to answer your questions. Finally, we will discuss how to use your business plan, either to secure financing, or as a guide to help you make decisions as you grow your business.

For information or to register:

Contact: Shirley Moore, Sr. Coordinator

Small Business Center

3 Independent Drive

Jacksonville, FL 32202

904.366.6618 or shirley.moore@myjaxchamber.com