



SMALL BUSINESS DEVELOPMENT SERIES



Attend any or all 5 seminars in this series! These informative sessions meet at the Elkin Center, 1461 North Bridge Street in Elkin.

How to Start a Business
Monday, Sept. 15, 2014
2:00—4:30pm

Participants will identify the personal qualities and skills of successful entrepreneurs, complete a self-assessment, and learn the basics of how to start a small business. Topics include an overview of business structures, community analysis, licensing and zoning, trademarks, copyrights, patents, insurance, financing, recordkeeping, and taxes.

How to Write a Business Plan
Monday, Sept. 29, 2014
2:00—4:30pm

An effective business plan is vital to the success of a small business. In this seminar, participants will learn the tools necessary to write a comprehensive business plan to serve as a roadmap for their business. Topics include identify the parts of a business plan, understand the purpose and uses of the business plan, and learn the who, what, when, where, and why of the plan.

Marketing and Market Research
Monday, Oct. 20, 2014
2:00— 4:30pm

In this seminar, participants focus on the importance of market research and target markets when developing a marketing plan. Learn how “Marketing Mix” decisions can be made using the 5 P’s of Marketing. Participants identify target market segments and develop a marketing strategy for a sample business using SWOT analysis.

**Small Business Finance and
Understanding Financials**
Monday, Oct. 27, 2014
2:00— 4:30pm

Learn the various alternatives to financing a small business and the risks involved. This seminar introduces breakeven analysis as a tool to assist the entrepreneur in measuring financial feasibility. Exercises identify the kinds of data needed to project the revenue, start-up, and operating costs of a business.

Recordkeeping & Taxes
Monday, Nov. 10, 2014
2:00—4:30pm

Keeping good financial records is a critical step in managing a successful enterprise. This seminar addresses the financial records needed for good business management. Participants develop systems and practices for collecting necessary information for tax reporting and business decision-making.

Pre-registration for these FREE seminars is required by registering online at www.surry.edu/sbc or calling the Small Business Center at 336.386.3685.

