



# 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](http://www.surry.edu/sbc) or calling the Small Business Center at 336.386.3685.

