

ENTREPRENEUR SERIES

OCTOBER 13, 2015



Part I

Find out if owning a business is right for you. We cover: Personal Traits of an Entrepreneur, Marketing Analysis, Legal and Insurance Considerations, Marketing for Your Business, Bookkeeping and Accounting Basics, Financial and Money Management, Basics of Business Plan Preparation.

OCTOBER 27, 2015



Part II

There are a lot of factors to consider when it comes to starting a business, size, location, product, target customer, etc. Your business plan forces you to think through all of these and so many more aspects of business. In this program, you will learn the components of a business plan and how to put them to work for you and your business.

NOVEMBER 10, 2015



Part III

Learn to pick the right financing options and make your proposals attractive to funding sources. The class also covers how to calculate financing need, develop financial projections, and present business proposals in the most professional and effective way.

NOVEMBER 24, 2015



Part IV

An essential course that teaches entrepreneurs how to successfully brand their company, differentiate themselves from the competition, position their products in the marketplace, and develop an effective marketing program. This class will cover both traditional marketing as well as digital and social media.

DECEMBER 8, 2015



Part V

Many business owners struggle with the financial management of the companies. Learn how to use financial data to manage your business day-to-day. We cover: benchmarks to measure results, analyze favorable variances, manage cash flow, and track important financial ratios to monitor the health of your business.

This series is FREE to attend thanks to SRRC!

6:00pm-9:00pm

Includes Snacks & Materials; Registration Required
Register online or call UGA SBDC in Rome

Location:

**Boys and Girls Club of Northwest Georgia
211 East Main St.
Rome, GA 30161**



www.RomeSBDC.org • 706-622-2006

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