

Alliance for Business Growth's
BUSINESS OWNERSHIP TRAINING COURSE

Spring (2) 2010 schedule

Class 1 Essentials of Entrepreneurship

- April 19
(6:00-9:00 PM)
- Entrepreneurship Characteristics
 - Rewards and Drawbacks/Costs and Benefits
 - Rationale for a Business Plan
 - Business Plan Outline

Class 2 Business Ownership Forms

- April 26
(6:00-9:00 PM)
- Advantages and Disadvantages of Ownership Forms
 - Sole Proprietorship
 - Partnership
 - Corporations ("C" Corporation, "S" Corporation, LLC)
 - Steps for a Start-Up
 - Your Business Name and Logo

Class 3 Product/Service and Market Analysis/Strategy

- May 3
(6:00-9:00 PM)
- Products Versus Service
 - What Are You Selling?
 - Who is Your Target Market?
 - Market Segmentation/Techniques
 - Market Research for the Small Business
 - Defining Your "Niche"

Class 4 Major Competitors and Location Selection

- May 10
(6:00-9:00 PM)
- Identifying Your Competition
 - Creating an Edge Over Your Competition
 - Selecting a Location
 - Leasing a Building
 - Zoning

Class 5 Pricing for Profit

- May 17
(6:00-9:00 PM)
- Elements of Pricing
 - Pricing Strategies
 - Pricing Objectives
 - Pricing Your Product/Service
 - Sales Forecasting

Class 6 Insurance and Financing

- May 24
(6:00-9:00 PM)
- Terminology
 - Types of Insurance
 - Bonding
 - Equity Versus Debt Financing
 - Sources of Funding
 - Credit Worthiness
 - Personal Financial Planning

Class 7 Startup Costs and Financial Statements

- June 7
(6:00-9:00 PM)
- Table of Startups
 - Capital Equipment List
 - Cash Flow Projections
 - Balance Sheet
 - Profit and Loss Statement
 - Break Even Analysis
 - Deviation Analysis
 - Financial Ratios

Class 8 E-Commerce and Web Development

- June 14
(6:00-9:00 PM)
- Advertising
 - E-Commerce
 - Payroll: Guest Speakers

Class 9 Promotion and Advertising/Marketing

- June 21
(6:00-9:00 PM)
- Strategies and Techniques
 - Purpose
 - Elements of Promotion
 - Budgeting for Advertising
 - Evaluation of Effectiveness
 - Building Bridges to Your Customers
 - Key Ingredients for Quality Service

Class 10 Personnel and Management

- June 28
(6:00-9:00 PM)
- Organization and Management
 - Human Resource Management
 - Resume Purpose and Example
 - Employee Handbooks
 - Executive Summary