

Franklin County CDC
Plan for Success: Business Planning for Entrepreneurs

Weekly Syllabus

Topic

- # 1. Importance of Planning
- # 2. Review of Sample Business Plans & Mission Statements
- # 3. Guest Speaker
What is Marketing? Strategies & Implementation
- # 4. Guest Speaker: Business Reference Librarian
Market Research Tools, Market Analysis
Conducting Planning & Research Strategies
- # 5. Guest Speaker: Insurance Agent
Managing Risk
Marketing: Features and Benefits

OPTIONAL INDIVIDUAL COUNSELING MEETING

- # 6. Guest Speaker: Attorney
Types of Business Entities and Business legal issues
Excel workshop & completing a Schedule C
- # 7. Operations, Fixed & Variable Expenses
- # 8. Retail / Service & Manufacturing Pricing
- # 9. Guest Speaker CPA
Keeping Good Records, Tracking Business Expenses
Break-even, Cash Projections, & Cash Flow exercises

OPTIONAL INDIVIDUAL COUNSELING MEETING

- # 10. Guest Speaker Commercial Lender
Financing Alternatives, Income / Expense & Balance Sheet
Projections, Income/Expense Projections & Assumptions
- # 11. Executive Summary & Supporting Documents
PowerPoint Workshop
- # 12. Presentations

10/23/08