

SMALL BUSINESS FUNDAMENTALS

Success in small business depends on hard work, good fortune, and business knowledge. These first eight modules of the entrepreneurial training series aim to develop your management skills. Experts in law, accounting, banking, insurance, management, and marketing will cover the fundamentals of small business management. Gain knowledge about growth stages and problems, marketing, promotion, and advertising, legal issues and requirements, record-keeping, accounting and financial management, financing, and insurance and risk management.

These first eight modules are three hour classes held two evenings a week. They will be taught by a team of university instructors and business practitioners from the community.

Session:

- 1 Small Business and the Owner/Manager
- 2 Marketing: Developing Your Overall Strategy
- 3 Promoting Your Product or Service
- 4 Record Keeping and Accounting
- 5 Legal Issues and Requirements
- 6 Financial Management and Taxes
- 7 Managing Employees
- 8 Insurance and Risk Management

Small Business and the Owner/Manager you look at critical issues facing a small business and examines the growth stages of a business. Product, Price, Placement, and Promotion are the 4 P's of marketing that you will learn in **Developing Your Overall Strategy**. **Promoting Your Product or Service** will help you determine the best methods of promoting your business and how to develop a promotional budget. **Record Keeping and Accounting** informs you about the types of financial records that must be kept. In **Legal Issues and Requirements** you will be taught how to determine the best legal entity for your business and how your choices affect your liability and taxes. **Financial Management and Taxes** will explain what is useful information in your financial statements and what the tax ramifications of owning your own business are. **Managing Employees** will teach the best hiring methods and how to motivate your employees for peak performance. **Insurance and Risk Management** will help you determine your insurance and risk management needs and how to evaluate the insurance counseling you receive.

DEVELOPING YOUR BUSINESS PLAN

A written business plan helps you control your business rather than letting it control you. Attend these last five modules of the series to learn the business planning process and start writing your plan. Discover how to target your market, analyze competitors, and examine your strengths and weaknesses. Learn how to set goals, and develop financial projections. At the end of the five sessions, you should have a written draft of your business plan. This series includes a comprehensive business planning text as well as a business plan and financial templates.

These five modules are three hour classes held one evening a week and are taught by a business planning professional.

Session:

- 1 Introduction and the Business Plan
- 2 The Market
- 3 Keys to Marketing Success
- 4 Management and Personnel
- 5 Financials/Financing Your Business

Developing Your Business Plan will teach you the components and uses of a business plan, why one is necessary, and how to prepare one. You will be taught how to identify your competitors and their strengths and weaknesses. The class will help you identify your key customers and what products or services you need to offer to meet their demands. You will learn the strengths and weaknesses of your company and some marketing and operational goals you should have. By the end of the course, you will have developed marketing and company strategies, timetables, and a written business plan.

Need more information?

Visit our website • www.uww.edu/sbdc

Email • ask-sbdc@uww.edu

Call • 262-472-3217

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REGISTRATION

Dates

First eight classes:

March 21, 23, 28, 30, April 4, 6, 11, 13

Last five classes:

April 20, 27, May 4, 11, 18

Class time: 6-9 pm

Location

Watertown Senior & Community Center
514 S. First Street
Watertown, WI 53094

Fee

The fee for this series is \$1000. However, a \$750 grant is offered to those qualified students who produce a business plan at the conclusion of the course.

Limited Enrollment

Class size is limited to encourage interaction. Enroll early!

Cancellation Policy

No shows or cancellations made after the program begins are subject to the full fee. There is a waiting list for this popular course and the cancellation policy is strictly followed. All cancellations are subject to a \$10 non-refundable processing fee.

The Small Business Development Center (SBDC) is a service of the University of Wisconsin-Extension Small Business Development Centers and the University of Wisconsin-Whitewater and partially funded by the US Small Business Administration. The support given by the constitute an expressed or implied endorsement of the co-sponsor(s) or participant's opinions, products or services. All programs and services are extended to the public on a nondiscriminatory basis. Special arrangements for the handicapped will be made if requested in advance. As an EEO/Affirmative Action employer, University of Wisconsin provides equal opportunities in employment and programming, including Title IX and ADA requirements.

SBDC • SOLUTIONS FOR SMALL BUSINESSES

Have Business Questions?

Whether you want help with the basic skills of running a business, or need special technical assistance, UW-Whitewater's Small Business Development Center is your business resource. We've helped create successful business stories since 1979. Our staff of experienced business professionals teach seminars, answer telephone questions, and perform one-on-one counseling for business owners in Waukesha, Walworth, Rock, Jefferson, and Dodge counties.

Small Business Answer Line (608) 263-7680 or (800)940-SBDC

Have a specific business-related question? Need to know resources that are available to assist you? Wisconsin state SBDC counselors answer questions from 8:30 am to 4:30 pm, Monday through Friday, free of charge.

Seminars | (262) 472-3217

The SBDC offers a full range of business management seminars for both established businesses and start-up companies. Our seminars offer an excellent value; fees cover the cost of materials and instruction. For more information regarding these year-round courses, call (262) 472-3217. Or check us out on the Internet at: www.uww.edu/sbdc.

Business Counseling | (262) 472-3217

For established businesses that need additional help, you can rely on SBDC's business counselors. At no charge, our counselors will help you understand how to solve specific business problems or capitalize on business opportunities. Counselors can help you fine-tune your business plan, streamline your financial records, improve your operations management, resolve specific human resource issues, develop a winning marketing plan, and more. SBDC's business counseling is funded by the Small Business Administration and is free of charge. For more information, call (262) 472-3217.

WHAT OTHERS HAVE SAID

"The program is a valued tool that I used to focus my business, target my markets, and obtain financing for my business."

Michael J. Benson
Owner
Brown Deer Printing

"The entrepreneurial training put me on the right track. Without any specific business training I found myself overwhelmed trying to write our business plan. Not only did the program help me with my business plan but also armed me with valuable general business knowledge at an affordable cost. I recommend the course to any start up company or small business planning to expand."

Bob Schramm
Partner
Custom Edge PC, LLC

"The entrepreneurial training program and the professionalism of the instructor have proven to be priceless."

Cindy Estrop
Entrepreneurial Training
Participant

ENROLLMENT FORM

Entrepreneurial Training Series

Fee • \$1000 per person
\$250 due the night of the first class

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