



**Business and Industry Services &
Washington/Beaufort County
Chamber of Commerce**

PRESENT

THE ABC'S OF BUSINESS BASICS 101: STARTING AND MANAGING YOUR SMALL BUSINESS

WITH

Don Spry

THIS COURSE IS GEARED FOR THE STARTUP, OR THOSE SMALL BUSINESSES STILL SEEKING THE BASICS OF HOW TO START, MARKET, MANAGE, AND GROW THEIR SMALL BUSINESS. DISCUSSION INCLUDES:

- ELEMENTS OF THE BUSINESS PLAN,
- PUTTING THE BUSINESS PLAN TO WORK AND ASSESSING ITS RESULTS;
- DEVELOPING THE MARKETING PLAN;
- CONDUCTING A NEEDS ASSESSMENT;
- TYPES OF LEGAL STRUCTURE;
- STRATEGIC SMALL BUSINESS INVESTMENT STRATEGIES;
- DEVELOPING CUSTOMER OUTREACH INITIATIVES WITH WIN-WIN CUSTOMER METRICS THAT SYNERGIZE SALES AND MARKETING SUCCESS.

LEARN ABOUT SBA CASE STUDIES OF REAL-WORLD AREA SMALL BUSINESSES SUCCESS STORIES THAT REINVENTED THEIR BUSINESS MODEL.

**TUESDAY, SEPTEMBER 23RD, 2014
2:00 PM – 5:00 PM
BCCC, BUILDING 8, ROOM 828**

FREE to attend!

To pre-register call
940-6375 or email
EvaP@beaufortccc.edu.

Call 252-940-6375 to pre-register.



BEAUFORT COUNTY COMMUNITY COLLEGE

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