

# Present two programs to help build our community

Program  
#1

## Getting Ready for Entrepreneurship



Starting a business can be both scary and incredibly rewarding. Knowing what to expect and how to plan can get you started on the path to success.

### *What we will cover in the presentation*

- Myths and realities of starting a business.
- Can I start a business with no money?
- Can I just pick a name for my business and begin?
- How do I keep track of money for my business?
- Learn basic entrepreneurial skills and what is involved in developing a business plan.
- The class is free but registration is required!

**When:** Thursday, September 3rd, 10:00am-12:00pm & Thursday, October 1st, 2:00pm - 4:00pm

**Where:** CEEED Offices, 1301 Derry Street, Harrisburg, PA 17103

**When:** Thursday, September 17th, 2:00pm - 4:00pm & Thursday, October 15th, 10:00am - 12:00pm

**Where:** YWCA, 1101 Market Street, Harrisburg, PA 17103

Program  
#2

## Simple steps for STARTING your business

Starting a business is a major decision. Most businesses that fail do so from lack of proper planning & implementation. These sessions are designed to help you decide if your idea is viable in the marketplace and how to develop a business plan.

### **PART 1 11/4 4:30-7:30pm** **Start-up Basics**

- Start-up myths and facts
- Self-Assessment:  
Are you an entrepreneur?
- Legal structures
- Licensing and taxes
- How to establish a legal name
- Introduction to bookkeeping basics
- Introduction to marketing and finance

### **PART 2 11/11 4:30-7:30pm** **Business Concept Development**

- Business concepts
- Elements of a good business plan
- Data Collection
- Feasibility plans
- Business ideas, concepts and models
- Core information to create a viable business plan

### **PART 3 11/18 4:30-7:30pm** **Marketing Your Product, Service & Company**

- Understanding features and benefits
- Competition
- Target markets
- Key demographics, buying habits and consumer behavior
- Business to business and consumer marketing strategies
- Marketing sources

### **PART 4 12/2 4:30-7:30pm** **Creating Financial Forecasts & Reports**

- How to forecast sales units and prices
- Financial risks and rewards
- True start-up costs and ongoing operating expenses
- Modeling tools for variable factors
- Setting benchmarks

### **PART 5 12/8 3:00-6:00pm** **Funding Your Business**

- Funding Sources
- Financial statements
- Accounting and bookkeeping systems
- The six C's of credit
- Banking relationships and bank assessments

### **PART 6 12/16 4:30-7:30pm** **Business Plan Presentations**

- Attendees will be given the opportunity to present their plan and receive feedback
- Determine next steps to launch or grow your business

**ALL SESSIONS ARE HELD AT YWCA, 1101 MARKET STREET, HARRISBURG, PA 17103**

**ALL 6  
SESSIONS  
FOR ONLY  
\$99.00**

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or Call (717) 845-8830