



Training Programs for New Ventures in Macomb County (Roseville)

Starting a Business Workshop

The **Starting a Business Workshop** is designed to help aspiring entrepreneur assess their ability to lead and manage a company, as well as to help you evaluate market and sales potential for your products and services. The basics of business ownership and start-up issues are introduced, along with a presentation of the resources available to help you launch your new venture. This workshop leads the series of workshops.

Location: City of Roseville Public Library (City Hall Complex); Erin Auditorium
29777 Gratiot Avenue
Roseville, MI 48066

When: March 16, 2017 at 9:30am to 12:00pm

Cost: No Charge for these programs

Look for our Venture Start Online Webinars A Series of One-hour Webinars for New Entrepreneurs

The **Writing a Business Plan Webinar** is designed for individuals who want to increase their chances for self-employment success, this course covers business planning in detail. Specifics of marketing, finance, legal, regulatory issues, operations, information based planning and management, are key components of this workshop. The first steps for creating a business plan draft will be included.

The **Financial Management Webinar** introduces basic accounting concepts and how to apply financial information that helps small business owners manage a business more effectively. Key documents including Cash flow Statement, Profit & Loss, and Balance Sheet are explained, using specific small business examples. The course will help entrepreneurs work more effectively with the accounting team.

The **Marketing Your Business Webinar** presents practical applications of marketing concepts designed to grow small businesses. It covers basic marketing tools including market analysis and research, target marketing, assessing competitors, and key marketing implementation tools. A strategic, well planned approach to marketing is demonstrated, with several examples of effective hands-on marketing techniques. Focus is on the business's customers – creating and keeping them.

The **Business Legal Issues Webinar** introduces the different types of legal structures that are appropriate for a new business along with their tax and liability implications. Also, basic elements of contracts, collections, licenses, registrations, employment and property issues, leasing and insurance are reviewed. The webinar is designed to guide prospective business owners in setting up the organizational structure that will help protect them from unnecessary legal challenges.

Webinar Series Offered Each Month
For Dates, Times and Registration go to our website at:
www.SBDCMichigan.org/Macomb
Questions call: 586-254-3551