

BizExcel

Carroll County Chamber of Commerce



Spring 2024

BUSINESS PLANNING & MANAGEMENT COURSE

by NxLevel

YOU WILL DEVELOP AN ACTUAL BUSINESS PLAN!

WEDNESDAYS 6-9 pm

March 13, 20, April 3, 10, 17

LOCATION: Brooks Center, 901 Prince William Road, Delphi 46923



BUSINESS PLANNING

Develop a plan - Your Roadmap for Growth!

- Why develop a business plan?
- Components of plan
- Setting goals
- Business plan as a living document



MARKETING

Not everyone wants to buy what you're selling; find out why

- Market research
- Marketing plan
- Marketing tools that work
- Identifying your target customer
- Discovering new markets
- Social media



LEGAL IMPLICATIONS

Better to find out now, than later.

- Your business legal structure
- Contracts & Liability
- Copyrights, Trademarks & Patents
- Employees
- Billing



FINANCIALS

If you don't keep score, how do you know if you're winning?

- Accounting, Finance & Bookkeeping
- Working with an accountant
- How to read financial statements:
Profit and Loss | Balance Sheet | Cash Flow
- Personal financial statement
- Pricing
- Financing options for business & SBA loans

Who should take this course?



Anyone who has a clear business idea and is considering launch



Those who want to grow their existing business

What do past students say?

“Needs to be a continuous course, didn't want it to end. The information I was given will stay with me forever.”

“I'd recommend this course x1000!”

\$199
per student

INCLUDES: Book, Binder,
Workbook & Handouts

REGISTER BY 2-28-24

FOR QUESTIONS:
Contact Amy Beechy
(574) 709-7955
amy@projectmattersllc.com

REGISTRATION:



tinyurl.com/3hsbz7nd