

# WBC CLASS SCHEDULE

**PRE-REGISTRATION IS REQUIRED FOR ALL CLASSES!**



## **Business Center Orientation-1 Hr.**

**FREE**

**Mornings (AM) 10:00 am – 11:00 am    Evenings (PM) 5:00 pm – 6:00 pm**  
**Sessions offered:**                      **01-20-10 AM                                      02-10-10 PM**  
    **02-24-10 AM                                      03-10-10 PM**  
    **03-31-10 AM**

*Want to start a small business; but don't know where to begin? Learn about Women's Business Center programs and services to assist small business owners in different phases of business development. Discover what lenders look for when you apply for a business loan. Get a complimentary consultation so that we can assess your business needs.*

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## **Entrepreneurship Training Incubator (ETI)**

### **Series I: Business Startup Exploration Seminars - 2hrs each - Fee: \$60\***

	February		March	April	
	AM	PM	AM	AM	PM
Are You Ready to Own a Business?	2/8	2/24	3/29	4/11	4/28
Understanding Credit and Lending	2/15	3/3	4/5	4/18	5/5
Business Planning Overview	2/22	3/10	4/12	4/25	5/12

**AM: 10:00am-12:00pm    PM: 5:30pm- 7:30pm**

### **Series II: Business Planning Seminars - 3hrs each - Fee: \$75\***

	Tuesdays	Tuesdays
Business Plan- Part I (Overview, Executive Summary, Mission Statement, Business Structure, Product Description, Organization Plan)	2/23/2010 PM	3/30/2010 AM
Part II Marketing research (Target market, Web strategy, Pricing, Competition, Advertising & Promotion Strategy, SWOT Analysis)	3/02/2010 PM	4/06/2010 AM
Part III- Cash Flow Planning (Income Projections, Startup Cost, Repayment Examples, Basic Financial Terms)	3/09/2010 PM	4/13/2010 AM

**AM: 10am-1pm    PM: 5pm-8pm**

\* \$30 for those who qualify for low income as per HUD guidelines, \$10 discount for PIP members

## **Workshops for Existing Businesses**

**Fee: No Charge**

<b>Access to Credit</b>	02/23/2010    10am-12pm	Cliffdale Library
<b>Business Etiquette</b>	02/25/2010    9am-12pm	FTCC, Fayetteville
	04/13/2010    9am-12pm	SCC, Whiteville
<b>Tax Education Seminar (NC DoR)</b>	03/11/2010    10am-1pm	Headquarter Library
<b>Marketing on a Shoestring Budget</b>	03/18/2010    2pm-5pm	SCC, Whiteville
	03/29/2010    6pm-9pm	FTCC, Fayetteville
<b>Bookkeeping &amp; Taxes</b>	03/30/2010    2pm-5pm	SCC, Whiteville
<b>Common Legal Issues</b>	04/20/2010    2pm-5pm	SCC, Whiteville

## **Other Workshops with our Resource Partners (FREE)**

<b>How to Start a Business?</b>	03/08/2010    10am-1pm	Hope Mills Library
<b>Financial Literacy Seminar</b>	03/25/2010    10am-1pm	Cliffdale Library

**To register please contact:**

Women's Business Center \* 230 Hay Street \* Fayetteville, NC \* 28301

Phone: 910-323-3377 or email: [wcofinfo@wcof.org](mailto:wcofinfo@wcof.org) Website: [www.wcof.org](http://www.wcof.org)

The objective of the **Entrepreneurship Training Incubator** is to help prepare startup entrepreneurs for business ownership so that they are able to create wealth for themselves and contribute in the local economy. It consists of 2-series of training program with 3 workshops each. Series-I is for those who are looking to start a business or still exploring. Series-II is the next step for those who are sure about starting a business and interested in writing a business plan.

Some of the workshop descriptions are given below. For more details, please visit [www.wcof.org](http://www.wcof.org)

**Are you Ready to Own a Business? :** Thinking about starting a business? Decide if entrepreneurship is right for you. Participants will evaluate their skills and readiness for business ownership and discuss the advantages and disadvantages of starting a business. Learn what is expected from you to start a business including your personal finances, credit, and personal investment. Explore the steps you need to take to turn your dreams into reality.

**Understanding Credit and Lending:** Find out what lenders are really looking for when you apply for a business loan. Learn how to read your credit report, write dispute letters, and improve your credit score. Information is also given about the various forms of financing available and the process of getting a loan including what documents are needed from you at the time of application.

**Business Plan Overview:** The business plan is your story. It describes who you are, what product/service you offer, who your customers are, and how you generate profits. This seminar discusses the need for a business plan as well as gives a general overview of the business plan. A template is provided to all participants.

**Business Planning Seminar:** Lenders want it when you apply for a loan. Property owners want it before leasing out commercial space. Most importantly, it serves as a benchmark to guide you towards the ultimate goals for your business. This series provides participants with in-depth instruction on the various components of the business plan including the mission statement, key factors to success, start up costs, market research, break even point, and financial projections. Attendees will be given a workbook to complete throughout the seminar to help construct their own business plan which they can later submit to one of our business consultants for review.

**Bookkeeping and Small Business Taxes:** Learn the basic skills necessary to maintain your own business records and get tax planning advice. This workshop is designed for entrepreneurs with no experience in business accounting and is taught by an accounting professional. The workshop will cover functions of record keeping, cash vs. accrual system, recording transactions, revenue, expenses, accounts payable, tax deductible business expenses, and self employment taxes.

**Marketing on a Shoestring Budget:** As a new business owner, one of your most important tasks will be to get your name out there. Come explore a variety of cost effective marketing strategies to help you attract and retain new customers in order to fuel business growth. Topics include: branding, low cost promotional ideas, and website advertising.

## **Fee Based Business Plan Writing**

Our expert business consultants work closely with you to understand the details of your business and complete a professional business plan. A fee is charged based on the number of hours it takes to complete the business plan. (*The average plan takes approximately 20 hours*)

Fee: \$100 for the first 4 hours of consultation  
\$15 per hour each additional hour

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