

### **The Business Plan (3 sessions)**

Business Plans are a necessary tool for every phase of business operations, from start-up to expansion. Using a business plan to chart your course will improve your chances for success.

This workshop covers all the components of a business plan (business description and focus, location selection, knowledge of the competition, marketing strategy, financial plan, personnel/ management needs, strategic plan for business growth) to help entrepreneurs and small business owners get off to a fast start.