



PARTNERING FOR BUSINESS SUCCESS

Business Sustainability, Nx Level Entrepreneurship: Information You Can't Afford to Miss! Learn How NOT to Make Mistakes in Small Business

Take your business to the next level! By following the guidelines taught in this program, you can attain proven results and operate a successful business. The course curriculum will focus on growth strategies for creating thriving businesses. Additionally, each class session features a successful local professional as a guest speaker—people who can help, because they have done it!

Who Can Attend?

Attendance is limited to owners or top management of businesses which employ one or more people. Two attendees per business.

When are the Classes Held?

The initial orientation session is scheduled for April 12th, with classes meeting weekly on Mondays from 6pm to 9pm through July 19th.

What is the Cost?

The training is provided FREE of charge by the Porterville Chamber of Commerce, SBDC, City of Porterville, and major sponsor Citizens Business Bank.

Where will Class be Held?

Sessions happen in the Chamber Conference Room, 93 N. Main Street.

Why is the Program Offered?

The Chamber's mission includes assisting businesses in achieving success and sustainability. Empowering business owners/managers is key to longevity, and even more critical during challenging economic times.

Course Outline

- April 12 Orientation
- April 19 Introduction, Overview & Entrepreneurship
- April 26 Planning & Research: Entrepreneurial Essentials
- May 3 Organizational Matters: Management & Legal Structure
- May 10 Marketing Behind the Scenes: Analysis and Understanding
- May 17 Marketing on Stage: Strategies, Tactics & Implementation
- May 24 Financial Overview: Books, Records & Controls
- June 7 Managing Your Money: Financial Planning, Budgets & Assumptions
- June 14 Managing Your Money: Developing & Using Cash Flow Projections
- June 21 Understanding & Using Your Financials
- June 28 Financing Your Business: Alternative Sources of Money
- July 5 Deal Making Process: Negotiating in the Real World
- July 12 Your Business Future, Managing Growth & Plan Completion
- July 19 Program Graduation

To enroll by March 13th, and for more information, please call the Porterville Chamber of Commerce at 784-7502.