



Small Business Development Center
USC Columbia Area Office
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Moore School of Business



STARTING AND RUNNING A SMALL BUSINESS

Sponsored by ACS Employment Readiness and ACAP

DURING THIS SEMINAR, YOU WILL LEARN ABOUT & DISCUSS:

Is Entrepreneurship for you?

Business myths

The mission statement

Company Goals

SWOT Analysis

Eight reasons to do a Business Plan

The most important elements of the plan

Competitive positioning

The Market Research & Analysis
(Who/where are the potential customers?)

The Marketing plan - (How will I reach the potential customers with my message?)

The Operating Plan

The Management Team

The Financial Plan
(Sources & Users of Funds, Pro Forma Cash Flow Analysis, Profit & Loss Statement, Pro Forma Balance Sheet.)

Legal Structures of Businesses
(Sole proprietorship, partnership, 'C' corporation, 'S' corporation, LLC)

Capital Formation
(Personal Capital, Family & Friends, Commercial Lending, Angel Investors, Venture Capital.)

Licensing & Registration

Home Office, Car & Travel Expenses

Tuesday, January 18, 2011

Tuesday, April 19, 2011

Tuesday, July 19, 2011

Tuesday, October 18, 2011

TIME & LOCATION

Time: 9:00 to 11:30. Times & location can change. Call 803-751-5452 to verify time and location.
Location: Room B-204, Fort Jackson Education Center, Building 4600, Fort Jackson, SC

REGISTRATION

No charge

Registration must be received at Education Center, Fort Jackson, by noon of the Monday *prior* to the seminar.
Open to all military personnel, Family Members and DOD civilian employees.

Space is limited. Please register early!

Must Call ACAP at 751-4109/6062 to register