



Small Business Development Center-Binghamton University

Presents

SMALL BUSINESS TRAINING PROGRAM

Are you starting a business? Are you already in business and need an entrepreneurial “tune-up”? The Small Business Training Program is for you. Strengthen your opportunities for business success with this 20 hour training program. Learn from the experts how to build your idea into a profitable venture.

The classes take place on three (3) consecutive Wednesday’s. Each session is a full day of classroom training beginning at 9:00 am and ending at 4:30 pm. The sessions are offered on a regular basis and there are approximately four 20 hour sessions each year.

All three sessions are included in the price of \$99.00. An SBDC Certificate of Completion will be awarded at the end of the 3 sessions. This Certificate is a requirement of the Otsego County and City of Oneonta Microenterprise Grant Program. More importantly, you will walk away with valuable knowledge, ideas, motivation and resources. Hundreds have already taken this class and have benefited from the wealth of information and assistance.

When:	Wednesday, October 11, 2017	9:00 AM to 4:30 PM
	Wednesday, October 18, 2017	9:00 AM to 4:30 PM
	Wednesday, October 25, 2017	9:00 AM to 4:30 PM

Where:	Otego Now Offices
	189 Main Street
	5th Floor, Suite 500
	Oneonta, NY 13820

To Register:	Call Michelle Catan at 607-267-4010 Ext 1
	Email: mcatan@binghamton.edu

Make check for \$99.00 payable to: *The Research Foundation of SUNY*.
Mail to: SBDC, Michelle Catan, 189 Main St, Suite 500, Oneonta, NY 13820

(See back of flyer for program details)



10/11/2017 **Basics of Owning your Business (9 am – 4:30 pm)**

- Learn what it takes to own your own business and to build market share
- Discover how to avoid risks and improve your chances of success
- Evaluate your leadership style and predict your success
- Assess the financial and market feasibility of your business
- Hear a presentation by a local banker on how to finance your business*
- Learn methods to set up and maintain your business records from an accountant*

10/18/2017 **Developing your Business Plan (9 am – 4:30 pm)**

- Study a step-by-step process that will lead to business success- a process that most bankers require and that you certainly need to be profitable
- Learn about market research, marketing strategies, competitive analysis, pricing, and operations. Find out about marketing via the Internet and branding.
- Hear a presentation by an insurance agent about the types of coverage you need to protect your business, your family and you *

10/25/2017 **Managing by the Numbers and Making Essential Decisions (9 am – 4:30 pm)**

- Discover how to understand and develop financial statements – the key to effective planning, decision-making and profits
- Learn about hiring employees, dealing with suppliers, planning your inventory and launching your grand opening
- Understand the basics of sales, advertising, networking and customer service
- Find out what you need to know from a small business attorney about choosing the right business entity and how to handle other legal issues
- Hear how an entrepreneur started his or her business, overcame challenges and became successful*

Don't delay!!!! Only your check will ensure your registration as class size is limited.
No refunds after classes start.

Call today to register with SBDC Advisor Michelle Catan at 607-267-4010 ext 1

*Dates of the speakers' presentations might change based on their availability.

Funded in part through a Cooperative Agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Michelle Catan at 607-267-4010 X1.