



SCORE – “Counselors to America’s Small Business”

is the premier source of free and confidential small business advice for entrepreneurs. *Appointments are available at the Upper Merion Library on **Wednesdays**.* SCORE is a non profit organization dedicated to entrepreneur education; and the formation, growth and success of small business. Let SCORE help you establish your business. Visit the SCORE website at www.score513.org for more information or to register.

FREE SEMINARS

"Could I... Should I... Own a Business?"

Come to one of the **free one night seminars** offered by the business experts from **SCORE** to explore the possibilities.

Second Tuesday of the month

February 12, March 11, April 8, and May 13
6:30-8:00 PM

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"Franchising - Is It the Right Business Venture for You?"

Tuesday, March 25 or April 22, 6:30-8:00 PM

The objective of this free one night seminar is to explain the basics of Franchising, its success and ownership benefits. The workshop is designed for anyone who has ever considered owning a franchise or would like to learn more about owning one.

What is Covered?

- o Overview of the Franchising concept
- o Benefits of ownership.
- o Why franchising has been successful.
- o How to select the one that fits you best.
- o Determining the process of becoming an owner.

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Low Cost Business Seminars:

How to Choose and Buy the Right Franchise

Date to be announced.

The objective of this workshop is help you evaluate: How to choose the "Right" one with the best chance for enjoying success with the least RISK based your attributes, desires, & experience. The workshop is designed for anyone who is "seriously considering" purchasing a franchise and would like to receive a more in-depth understanding of the assessment process.

- * A In-depth glimpse and exposure at:
 - o Limiting Your Risk of ownership.
 - o Matching Your Personality & Skills for success.
 - o Building Your Business Model.
 - o Researching & Navigating the Process.
 - o Right Questions to Ask the Franchisor.

This seminar offered for a cost of \$45 including materials and refreshments.

Business Institute Spring 2008 Classes

Starting and Growing a Successful Business – April 16, 2008

If you are thinking of starting a new business, or are in the early stages of starting a small business, this course is for you. Subjects include: organization, management, location, marketing, cash flow, and funding sources. Existing business owners can use this workshop as a "checkup" on their operations.

BUSINESS PLAN WORKSHOPS:

Business Plan I

Business Plan for Success – April 23, 2008

In this course, you will learn a personal business plan model that gives you step-by-step guidance in researching and writing your business plan. This workshop's topics include: getting in "shape" to start a small business, target marketing, descriptions of products and services, and what makes a good business plan. You have access to an excellent business planning software that you can use in conjunction with the workshop series.

Business Plan II

Marketing Your Product, Service and Company (2 nights) –April 30 & May 7, 2008

This workshop covers important marketing concepts such as: What is marketing? What does marketing include? And what makes your product and/or service unique? Other topics include pricing strategies, market information resources, market "positioning," marketing communications, the difference between features and benefits.

Business Plan III

Financial Management--Projections and Statements – May 14, 2008

This workshop uses exercises to help you better understand financial concepts. Using a hands-on approach, you learn how to use our financial model to forecast sales revenue and build solid pro-forma financial forecasts.

Business Plan IV

Financing the Business and Feasibility Decision – May 21, 2008

This final workshop offers information on how to finance your small business. We discuss various sources of funding, credit scoring, and the "5 C's of Credit." A bank loan officer will join the workshop to give you an inside view of what a banker is looking for and how he/she assesses the merits of your loan application.

Business Institute classes are offered for a cost of \$45 per class, (\$90 for the 2-part Marketing class) or \$245 for the entire series of six classes.