

We are thrilled to collaborate with SCORE in offering a series of workshops designed to help you:

- Define and evaluate your business ideas.
- Develop a marketing strategy.
- Identify the best ways to fund your startup.
- Turn your idea into action with tools and templates.
- Get useful and helpful mentoring sessions.
- Connect with other entrepreneurs.

The workshop series consists of the five, three-hour workshops listed below. Through in-class exercises, tools, action steps and interaction with SCORE counselors and peers, students will be able to apply what they learn immediately.

- Start-up Basics
- Business-Concept
- Marketing Plan
- Financial Projections
- Funding Sources and Next Steps

Start-up Basics is \$15. The other four workshops can be purchased as a series for \$100 or purchased individually for \$35. The fee includes student manual and materials.

For more information, please contact:
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Offering courses at the following locations:

Brockton Campus
One Massasoit Boulevard
Brockton, MA 02302-3996
T: 508.588.9100

Canton Campus
900 Randolph Street
Canton, MA 02021-1372
T: 781.821.2222

Middleborough Center
49 Union Street
Middleborough, MA 02346-2245
T: 508.588.9100 x4001

Visit our website for
Door-to-Door directions!

www.massasoit.mass.edu

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**WORKFORCE DEVELOPMENT
AND
COMMUNITY EDUCATION**

Workshops on Business Development
SCORE SERIES



Fall 2011

BROCKTON CAMPUS
One Massasoit Boulevard
Brockton, MA 02302-3996

508.588.9100 x1509

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Business Start-up Workshop

This introductory workshop focuses on the basics of testing your business idea and identifying the key factors that influence start-up success. Start-up Basics provides you with an overview of the skills and tools you need when deciding to start a business. In this session, you will learn about: the advantages and disadvantages of owning a business, the most profitable form for your business, and the fundamentals of formation, organization, marketing, cash flow and funding sources.

CRN: 11479 / Course: CSBU001 B3
September 28, 2011
Wednesday, 6:00 p.m. – 8:30 p.m.
Brockton Campus, Room B544
Cost: \$15

Workshop I: Business- Concepts

This second workshop focuses on your business concept and step-by-step guidance in researching your idea, your market, and your competition. At the end of the Business Concept workshop, you will be able to: identify your target markets, describe your products and services, and collect key competitive information to support your feasibility plan.

CRN: 11481 / Course: CSBU003 B3
October 5, 2011
Wednesday, 6:00 p.m. – 8:30 p.m.
Brockton Campus, Room B544
Cost: \$35

Workshop 2: Business Marketing Plan

This third workshop provides you with an introduction to marketing communication methods and tools to maximize your customer reach. The discussion in the Marketing Plan workshop covers pricing strategies, positioning, the difference between features and benefits, and different marketing strategies. At the end of this session, you will know how to: outline your marketing strategy, test your marketing message, choose the right sales channel, and exercise your marketing strategy.

CRN: 11482 / Course: CSBU004 B3
October 12, 2011
Wednesday, 6:00 p.m. – 8:30 p.m.
Brockton Campus, Room B544
Cost: \$35

Workshop 3: Business Financial Projections

The fourth workshop uses exercises to help you better understand financial concepts. This session reviews sales and prices, financial risks and rewards, true start-up costs, ongoing operating expenses, setting benchmarks for tracking progress and the organization of all of your financial information. Using a hands-on approach, you learn how to use our financial model to forecast sales revenue and build solid pro-forma financial forecasts.

CRN: 11483 / Course: CSBU005 B3
October 19, 2011
Wednesday, 6:00 p.m. – 8:30 p.m.
Brockton Campus, Room B544
Cost: \$35

Workshop 4: Business Funding Sources

The final workshop offers information on how to finance your small business. In this session, discussions include sources of funds, accounting, the six C's of credit, banking relations, ratio analysis, and monthly preparation and review of financial statements. A bank loan officer will give an inside view of how a banker assesses the merits of business plans and loan application. At the end of the series, you will have the tools necessary to decide whether or not to launch your small business.

CRN: 11484 / Course: CSBU006 B3
October 26, 2011
Wednesday, 6:00 p.m. – 8:30 p.m.
Brockton Campus, Room B544
Cost: \$35

SCORE: Business Start-up Series

Students who register for this course will receive a discounted rate and will be automatically signed up for all of the four classes in the SCORE series.

CRN: 11480 / Course: CSBU002 B3
October 5 – October 26, 2011
Wednesdays, 6:00 p.m. – 8:30 p.m.
Brockton Campus, Room B544
Cost: \$100