

PLAN IT!

An Entrepreneur's Guide to Success

Program Outline

Classes meet once a week for two hours each. In addition to twelve classroom sessions, students receive up to ten one-on-one sessions with their trainer.

- Session 1:** Entrepreneurship: What does it mean for you?
- Session 2:** Planning for Business Success
- Session 3:** The Market - Customers and Competition
- Session 4:** Marketing
- Session 5:** Credit and Financing
- Session 6:** Management and Operations
- Session 7:** Technology in Business
- Session 8:** Alumni Speaker/Competition Reporting
- Session 9:** Financial Planning: Part 1
- Session 10:** Financial Planning: Part 2
- Session 11:** Are you Ready?
- Session 12:** Graduation

Goals of NDC Entrepreneur Training Program

At the conclusion of the training program, the student will be able to:

1. Research, write, and confidently articulate a sound business plan
2. Understand and explain the key components of small business management:
 - a. Operations
 - b. Marketing
 - c. Financials
 - d. Financing and Credit Review Process
3. Assess their abilities as a small business owner and decide if opening a business is the right decision for them and their family at this time
4. Identify and develop skills needed to operate a successful small business:
 - a. Budgeting
 - b. Cash Management
 - c. Behavioral
 - d. Professional
5. Demonstrate an understanding of credit reporting and credit scores, what they mean, their importance, and how to improve them by accessing their own credit information and actively addressing issues.
6. Understand the economic impact of small businesses in their community and the larger economic picture, their importance, and the roles they and their owners play in their communities
7. Transfer skills and knowledge learned to their personal and professional lives, even if they decide not to open a business at this time:
 - a. Budgeting
 - b. Cash Management
 - c. Behavioral
 - d. Professional
 - e. Credit Review Process
 - f. Understanding of and appreciation for small business in the community