

Recently started a business? Planning to start one?



Increase your chance of success With Core Four®!

Core Four® Business Planning Course: The Entrepreneur's Blueprint

Register Early - call 803-325-2888

**York Technical College Continuing Education
Baxter Hood Center**

The comprehensive curriculum in this series of four 3-hour classes provides aspiring and new business owners with information on the four "core" areas of new business development:

- Success Planning
- Market Planning
- Cash Flow Planning
- Operations Planning (legal tax issues, licensing requirements, employee relations, etc.)

The Core Four course is for aspiring entrepreneurs who want to have a blueprint for smart business startup and growth. There is an emphasis on the due diligence process of verifying and validating information. The format is minimal lecture and more discussion oriented.

Participants will hear topics such as:

- What are the characteristics of a successful business owner?
- What do you want your business to do for you?
- What is a business plan and how do I develop one?
- How do I create a marketing plan? How do I conduct reliable market research?
- How do I identify my target customers? And who are my competitors?
- What are the top three things I can do to promote my business?
- How do I decide on the best price for my product or service?
- How do I create a financial plan for continuous cash flow?
- How much money do I need to start up?
- How do I handle recordkeeping requirements?

The course consists of 12 hours (4 classes/3 hours each); participants are required to take all four classes for successful graduation.

**For more information please contact Brooke Pound at
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YORK TECHNICAL COLLEGE 