



BUSINESS FUNDAMENTALS MASTERCLASS SERIES

Start or grow your business

<https://bit.ly/2HoDP2y>

Business Fundamentals Masterclass SERIES - Bowral

Where: Henrietta Rose Room (rear Old Town Hall), 16-24 Bendooley Street, BOWRAL, NSW 2576



If you fail to plan, you plan to fail!

The **Business Fundamentals Masterclass Series** covers the key elements of successful business growth, providing you with an opportunity to have a bird's eye perspective of your business. Over 3 sessions experienced business advisors will guide you through the key components of any business and help you develop business direction and growth. Book follow-up meetings with your local business advisor and extend your learnings to identify and target the key areas **you** need to develop in **your business** to improve its performance.

You will learn about:

- Strategic thinking and the importance of planning in order to build a successful business
- Identifying the right customers for your business - your target market, and how to reach them
- The key financial aspects of business that you need to consider as you start and grow your business

At the completion of the program you will have:

- Key strategic and operational objectives for your business over the next 12 months
- An understanding of the importance of market research and an outline of a Marketing Plan for your business
- An understanding of business financials, how to monitor and manage them and a simple cashflow forecast template
- A relationship with and on-going support from, your local business advisors
- An SRBEC Certificate of Completion - Business Fundamentals Masterclass

Business Foundations: 9.00am – 12.30pm on Tuesday 10 March 2020

Create an Effective Marketing Plan: 9.00am – 12.30pm on Tuesday 24 March 2020

Understanding Your Financial Health: 9.00am – 12.30pm on Tuesday 07 April 2020

Valued at over \$900, this Masterclass Series is fully subsidised through BusinessConnect for NSW Businesses in bushfire affected regions and is free to attend. Due to limited places, REGISTRATIONS ARE ESSENTIAL, so book now!

Business Connect is a dedicated and personalised NSW Government program that provides trusted advice to help you start or grow your small business.

Find out more

Call your local Business Advisor: **Narelle Blackadder 0407 681 107**

BusinessConnect



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