

Have fun...

PLANNING TO SUCCEED...

For New and Existing Small Businesses

Areas include:

- Getting Started
- Business Goals
- Management Plan
- Market Research
- Marketing Plan
- Sales Plan
- Operating Plan
- Financial Plan
- Action Plan

expect
RESULTS[™]
TRAINING AND EDUCATION

Call now for an *FREE* no-obligation chat:

Alan Perkins

Tel: (03) 5984 2179

Mob: 0408 102 512

E-mail: alan@expectresults.com.au

Web: www.expectresults.com.au

How to Develop and Execute a Short Business Plan...

“Don't spend too long creating the "perfect" marketing or business plan. Many businesses get bogged down writing huge documents that never get implemented. ”



Alan Perkins

This course covers background preparation and using business planning templates and tools to be sure you cover everything.

Your action plan as a living guide and should be regularly updated to meet changing situations.

ABOUT ALAN PERKINS

After starting his own business from a garage, Alan went on to develop a multi-location retail business employing of 30 staff. In addition, he has run his own Internet based business for more than 10 years and assisting with the development of a number of commercial web sites.

Alan has strong 'hands-on' experience in building and running businesses. He is a trained personal, business and executive coach and was also winner of the Victorian Enterprise Workshop Program's "Best Business Plan".

GENERAL INFORMATION

PLANNING TO SUCCEED

This course is designed to not only save you money, but teach you how to build a successful business with good business management and minimal external assistance. Suitable for new and existing businesses, you will develop a "One Page" Business Plan to clarify your business goals.

Once you have decided where you want the business to be, the course takes you on a journey to explore marketing possibilities on a minimum budget. The course looks at the competition, explores direct mail, newspapers, electronic media and online advertising in a sharing workshop environment.

We look at structuring the business so you are in control of the ship, including developing systems for staff and installing financial administration.

DURATION:

Each Module consists of 6x two hour sessions. Some stages have an alternative weekend workshop.

MATERIALS AND EQUIPMENT:

Students are provided with abbreviated notes and given access to free online web development tools.

ENROLMENT

Applicants can only be accepted in order of receipt of payment, SO PLEASE ENROL EARLY to ensure your place. Class sizes are limited!



WHAT YOU WILL LEARN:

No pre-requisites are required other than a desire to run your own business and a willingness to learn. Topics may vary according to the interests of the group. Some sample topics include:

- | | |
|--|---|
| <input checked="" type="checkbox"/> Getting Started | <input checked="" type="checkbox"/> Developing Products |
| <input checked="" type="checkbox"/> Setting Goals | <input checked="" type="checkbox"/> SWOT Analysis |
| <input checked="" type="checkbox"/> Management | <input checked="" type="checkbox"/> Business Growth |
| <input checked="" type="checkbox"/> Marketing | <input checked="" type="checkbox"/> Attracting Traffic |
| <input checked="" type="checkbox"/> Competition | <input checked="" type="checkbox"/> The Internet |
| <input checked="" type="checkbox"/> Customer Service | <input checked="" type="checkbox"/> Building Alliances |
| <input checked="" type="checkbox"/> Systems | <input checked="" type="checkbox"/> Making Money |
| <input checked="" type="checkbox"/> Accounting | <input checked="" type="checkbox"/> Business Structure |
| <input checked="" type="checkbox"/> Taking Action | <input checked="" type="checkbox"/> Establishment Costs |
| <input checked="" type="checkbox"/> Administration | <input checked="" type="checkbox"/> Employing Staff |

On completion of any of our Short Courses, we may recommend additional short courses, specialist software workshops or Accredited Certificates.

CLASS TIMETABLE:

Day Classes - Days as published:

Morning Time: 10.00 am till 12.00 noon
Afternoon Time: 2.30 pm till 4.30 pm

Evening Classes: Days as published:

7.00 pm till 9.00 pm

Weekend Workshops: Days as published:

Saturday and Sunday inclusive
9.00 am till 5.00 pm over two days

Class and Workshop Dates will depend on class numbers and availability of Computer Rooms at your chosen venue. For bookings, please enquire directly or phone Alan on 0419 014 015.

COURSE CONTENT

Module One - 12 hours tuition **BUILDING YOUR BUSINESS**

This course is designed to not only save you money, but teach you how to build a successful business with good business management and minimal external assistance. Suitable for new and existing businesses, you will develop a "One Page" Business Plan to clarify your business goals. This module also covers an introduction to marketing, planning for growth, employing staff and administering the accounts.

Module Two - 12 hours tuition **MARKETING YOUR BUSINESS**

Before deciding their marketing strategy, students are given the opportunity to develop their own strategies on a minimum budget in a sharing workshop environment.

Module Three - 16 hours weekend tuition **SMALL BUSINESS BOOT CAMP**

Includes Module One and Two Content. As proprietors of the business, you will develop strategy to achieve your business and personal objectives

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REGISTRATION DETAILS

Name:

Address:

Day Contact No:

Evening Contact No:

YES! Please book me into the following course :

DAY (Circle): M - T - W - T - F - S - S

TERM (Circle): 1 - 2 - 3 - 4 **DAY** or **EVENING**

MODULE (Circle): ONE - TWO - THREE

STAGE (Circle): ONE - TWO - THREE

COURSE TITLE:

PREFERRED DATES:

Preference 1: _____

Preference 2: _____

METHOD OF PAYMENT (Circle):

Credit Card - Cash - Cheque

Expires:

Type:

Signature: _____

Date: _____

