

Building A Better Business

Business Skills Reality Check:		<i>Personal Readiness For Business</i>	
Required for California/WORKS clients Optional for others Monthly Workshop, 3 hours, Fee	A Personal Perspective Business Skills Assessment Time Management	Income Patching Setting Goals Personal Budget Money Attitudes	
Starting A Business:		<i>Business Feasibility Overview</i>	
Introduce Your Business Financial Research <i>Open to all clients / Required for most new clients / given once a month / 3 hours/ fee</i>	Mission Statement Break-Even Analysis	Business Research Research Workplan	
Market Research:		<i>Initial Research & Analysis</i>	
Mission Statement Target Market <i>Open to all clients / given every two months / 3 hours / fee</i>	Product/Service Competition	Benefits Analysis Market Position	Buyer Motivation Market Research
Marketing Pan & Budget:		<i>Plan Organization & Strategies</i>	
Target Market Marketing Strategies <i>Open to all clients / given every two months / 3 hours / fee</i>	Product/Service Benefits Analysis Sales Projection	E-Commerce Market Position	Competitive Analysis
Management & Finance:		<i>Initial Research & Analysis</i>	
Business Organization Break-Even Feasibility Model <i>Open to all clients / given every two months / 3 hours / fee</i>	Financial Research Pricing	Licenses & Permits Business Plan Overview	
Record Keeping & Projections:		<i>Plan Organization & Projections</i>	
Business Plan Organization Cash Flow <i>Open to all clients / given every two months / 3 hours / fee</i>	Basic Recordkeeping Cash Flow Projections	Financial Statements Executive Summary	
Getting Ready for E-Commerce:		<i>Organizing A Web Site & E-Marketing</i>	
Defining E-Commerce Technical, Business & Personal Preparation <i>Open to all clients / given every four months / 3 hours / fee</i>	Getting Started: Essential Steps Organizing Your Site	The Power of Email Online Marketing	

Preregistration is required.

For more information about the workshops or to sign up, please call:



West Company
631 S. Orchard Avenue
Ukiah, CA 95482
(707) 467-5932



West Company
760B Stewart Street
Fort Bragg, CA 95437
(707) 964-7571



BBB Workshop