



## KUTZTOWN SBDC SMALL BUSINESS DEVELOPMENT CENTER

Kutztown University of Pennsylvania, Kutztown, PA 19530

www.kutztownsbdc.org

Contact: Bud Batcher  
610-458-5700 ext. 213

---

# Kutztown SBDC News Release

For Release 9 a.m. EDT  
December 29, 2004

## Kutztown SBDC First Step Series at Chester County Library *Workshops for small businesses*

*January-July 2005 schedule*

---

**Kutztown, PA, December 28, 2004:** Kutztown Small Business Development Center will offer an improved series of First Step business-training workshops in 2005 at the Chester County Library, 450 Exton Square Parkway in Exton. Following is the schedule for the first half of 2005.

**Please publish workshop dates in your community and/or business calendars.**

### **Starting & Growing a Successful Business**

If you are thinking of starting a business or already have one but realize you may have missed a few things, this Workshop is for you. We give you sources of local, regional and national business information. You will discover information you need and procedures to follow. Subjects include: legal business structure, record keeping requirements, independent contractors, insurance, and the need for business planning. After this session, we encourage you to register for the four-part business plan workshop series. Attendees will get access to high-end, web-based training modules. \$10 materials fee per person.

*6:00-8:30pm, Chester County Library*

*Jan. 12, Feb. 16, Mar. 16, Apr. 21, May 18, and June 8*

### **Business Plan I – Business Plan for Success**

Participants receive access to Kutztown SBDC's web-based business plan model providing step-by-step guidance in researching and writing a business plan. Topics include: getting in "shape" to start a small business, target marketing, descriptions of products and services, and what makes a "good business plan." Attendees will get access to high-end, web-based training modules to assist them in the start-up of a business. \$50 per person for entire four part series.

*more...*

*3:30-6pm, Chester County Library*

*Jan. 20, Feb. 24, Mar. 31, May 19, and June 23*

**Business Plan II – Marketing Your Product, Service and Company**

Participants learn important marketing concepts, such as what marketing really is and what it includes. What makes a product and/or service unique? Discover the difference between features and benefits. Topics may include: pricing strategies, market information resources, market “positioning,” and marketing communications. Participants can access new web-based training modules such as “Building Your Brand!”

*3:30-6pm, Chester County Library*

*Jan. 27, Mar. 3, Apr. 14, May 26, and June 30*

**Business Plan III – Financial Projections and Statements**

Participants learn how to forecast sales revenue and build solid financial statements. Attendees use the Business Plan for Success financial model to project three-year monthly income and cash flow statements. Exercises help students better understand financial concepts. Individualized assistance is available. In addition, participants can access new web-based training modules such as “Cash Flow!”

*3:30-6pm, Chester County Library*

*Feb. 3, Mar. 10, Apr. 28, June 2, and July 7*

**Business Plan IV – Funding Your Business**

This final session offers information on how to fund a small business. A banker or economic development loan specialist will lead a discussion of various loan programs, venture capital and angel networks, and bank applications and documentation. Credit scoring is explained. After completing the first draft of a business plan, participants are eligible for a one-on-one session with one of our business consultants.

*3:30-6pm, Chester County Library*

*Feb. 10, Mar. 17, May 12, June 9, July 14*

**Chester County Library: 450 Exton Square Parkway, Exton.**

Online Registration: [www.kutztownsbdc.org](http://www.kutztownsbdc.org)

Phone Registration: 1-877-472-7232

---

About the SBDCs:

The Pennsylvania Small Business Development Centers (SBDCs) work with small firms to help them compete and grow in today’s highly competitive global economy. Combining the expertise of a professional staff with the resources of the state’s best colleges and universities, the SBDCs provide high quality business management consulting, information, and educational programs that build small firms’ capacities to compete in domestic and international markets.

For additional information:

Kutztown SBDC at [www.kutztownsbdc.org](http://www.kutztownsbdc.org)  
Telephone: 610-458-5700 ext. 213  
Contact: Bud Batcher