

## **Business Skills for Success for Latino Entrepreneurs**

**T**he Kutztown Small Business Development Center and the City of Coatesville Main Street Program are conducting a twelve-week bilingual program geared toward Latino businesses. The program takes place at the Coatesville Memorial Community Center. The program began on March 14<sup>th</sup> and will be held every Tuesday from 6:00 to 8:30 PM until May 30<sup>th</sup>.

The bilingual workshop was created to prepare small Latino businesses to compete and achieve success in the American market. The program focuses on helping Latino businesses to create and implement a successful strategic business plan, perform a detailed market analysis, easily access sources of financing and design, understand financial management and planning, creating a sales forecast and cash flow projection and determine a feasible growth plan.

On May 2<sup>nd</sup> the President of Kutztown University, Dr. Cavallos will be the guest speaker. He will be speaking about entrepreneurship and the experiences that he has encountered as a Latino Entrepreneur in the United States. Many other guest appearances will occur throughout the program.

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