



boc network
What's your next step?

Business Outreach Center Network

BOC Women's Business Center

FREE Thursday Workshops

February-April 2011 10:00 AM – 11:30AM

Workshop Location:

BOC Network
85 South Oxford St
2nd Floor
Brooklyn, NY 11217

Subway:

C to Lafayette
G to Fulton St

Bus: B25,B26,B38,B52

REGISTER via
www.bocnet.org
Calendar of Events
or
telephone
718-624-9115

U.S. Small Business Administration



Your Small Business Resource

DRAFTING THE BUSINESS PLAN

Feb. 10th, March 10th, or April 7th

One of the first questions any entrepreneur will be asked when they launch their business is "Do you have a business plan?"

This workshop will address:

- *What* is a business plan?
- *Why* should I write one?
- *How* do I write one?

Business counselors will:

- ⇒ share information on the different legal structures;
- ⇒ introduce the income statement, cash flow and financial projections;
- ⇒ discuss free business resources

MARKETING PLAN BASICS

Feb. 17th, March 17th, or April 14th

Marketing is key to attracting potential customers, building your client base, and growing your sales. Understandably business owners have limited budgets and people-power to create, launch and maintain a marketing program. As such it is critical that entrepreneurs create an effective marketing campaign.

In this workshop business counselors will discuss the "why", "when", and "how" of basic marketing approaches for new and young businesses.

Join us to get practical advice and an easy-to-use planning tool.

HOW TO APPLY FOR A LOAN

Feb. 24th, March 24th, or April 21st

Are you an existing business in need of financing?

Are you a start-up business that just needs a little bit of extra capital and already has a business plan?

Join us as we demystify the loan process and help unlock the keys to applying for financing.

This will be an introductory workshop on how to apply for a loan with BOC Capital.

We will outline the following information:

- Types of loans available
- Loan application process
- Documents that will be required for a loan

SPACE IS LIMITED. ADVANCE REGISTRATION REQUIRED.

This U.S. Small Business Administration (SBA) Cooperative Agreement is partially funded by the SBA. SBA's funding is not an endorsement of any products, opinions, or services. All SBA funded programs are extended to the public on a nondiscriminatory basis. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance