

Aurora Business Development Center – 2010 Seminar Descriptions

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Basics of Starting a Business

Look before you leap! Want to turn that business idea into reality? Topics include entity selection, trade name registration, business and sales tax licenses and basic business planning. This is an excellent first step!

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Writing a Business and Financial Plan

A business plan will help you start, grow, and manage your business. Develop the elements of a good business plan including market analysis, marketing strategy, assessing the competition, promotion, and a financial plan.

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Smart Marketing / Writing Your Marketing Plan

Developing a marketing plan is one of the most important ways a business can make a profit. Differentiate your business from competitors, attract new customers, keep existing ones and increase customer spending by defining your niche through market research and analysis, product development, pricing, advertising, promotions, publicity and improving both sales and customer service.

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Shoestring Marketing

Effective marketing is the key to business survival, growth and success. Do you want your marketing budget to go further? Do you make the money you spend on marketing effective? Do you have a good marketing ROI?

Then this workshop is for you! Apply no/low-cost practical and effective marketing tactics that have been proven successful across many industries! Achieve maximum results with a minimum budget!

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Plan Your Web Site

Learn about web site development stages, web hosting service and domain names, developing a web site budget, electronic commerce, Internet demographics, finding new markets and suppliers, finding your competition, evaluating e-commerce web sites, developing an internet marketing plan, generating traffic to your web site, getting listed by search engines, log analysis and key pieces of an internet business plan.

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Legal Rules of Business

A business attorney will provide in layman's terms an overview of business and legal issues common to businesses such as: selecting the correct legal entity, what to look for when purchasing a business, when to use confidentiality agreements, types of financing and security agreements, use of employment agreements, how to protect copyrights and trademarks and other intellectual property, and what to do with the business when it is time to call it quits.

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Meet the Lenders

Get up close and personal with area lenders and receive an overview of the lending process. Learn about SBA loan programs, micro-loan programs and nontraditional sources of financing. There will be time for a Q&A.

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QuickBooks Part I & II

QuickBooks is an easy-to-use tool that can simplify your business bookkeeping system. Learn how to set up a computerized business accounting system, create invoices, reconcile accounts, generate financial reports and more.

Includes a step-by-step manual. **Part II includes hands-on training; must have taken Part I.** *Familiarity with a computer keyboard and Windows operating system required.*

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Public and Private Contracts 101

Procurement specialists from Buckley Air Force Base, the SBA, city of Aurora, and other organizations will discuss the ins and outs of government and corporate contracting and sub-contracting programs. The procurement process includes finding solicitations, establishing communication protocol, getting certifications and using resources to help land that contract.

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Sales & Use Tax 101

You can avoid tax audit fines along with common sales/use tax myths that can plague business owners. Learn about sales and use tax laws, required tax licenses for the state and city of Aurora, collection and payment of these taxes, common filing errors, electronic resources and more. A must-attend for anyone selling tangible property at wholesale or retail, service businesses, and/or those who prepare returns.

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Starting a Restaurant

Opening a profitable restaurant requires a game plan. A representative from Tri-County Health Department will inform you of food establishment state laws, and an Aurora BDC specialist will provide you with a timeline to opening and keeping your business open. Learn about the application and inspection process, fees, licensing, equipment requirements and basic start-up considerations. Participants receive sample financial projections and business plans.