

Illawarra ITeC

Small Business Advisory Services Programme

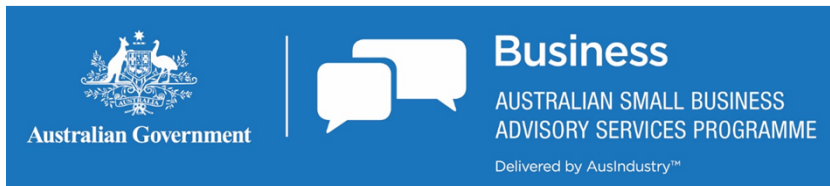
Confidential Business Advice for Start-up and Existing Businesses

Small Business Seminars, Workshops and Training

Small Business Information Resources ie templates, tools, spreadsheets etc

Assistance with Business, Marketing and Financial Plans

Information on Business Networking





NEW TO BUSINESS?

Business Basics Workshop –

- 3 hour workshop
- Steps that you need to take
- Research and establish
- Marketing, Business and Financial Plans and Taxation
- Workshops run fortnightly
- Free resources including business plans, financial plans, bookkeeping spreadsheets, media editorial info etc.

EXISTING BUSINESS?

- Interview to discuss business needs
- Action Plan Preparation
- Business workshops
- Business Connections
- Business Networking
- Ongoing mentoring



STARTING A BUSINESS

Need to consider the following:

- Personal – its all about you
- Location, location, location
- Financial – do you have the \$\$\$
- Legal – business structures
- Marketing – how, what, when and why
- Growth – potential, trends, fashion etc.

3 Hour Small Business Workshops

- Small Business Basics
- Business Planning
- Effective Sales and Marketing
- Social Media – Basic and Advanced
- Website Design
- Basic Bookkeeping
- Xero Accounting Software
- Business Networking Opportunities



Small Business Management Training

BSB30307 - Certificate III or IV in Micro Business Operations

- Business Plan Preparation and Training Including:
 - Marketing / Promotion / Advertising of the Business
 - Financial Management – including Bookkeeping, Financial Management and Forecasting
 - Operational Plan and Sustainability
 - Building Your Brand
 - Business Networking and Making Business to Business Sales
 - Ongoing Business Mentoring

Provided FREE Through Government Funding



ACCELERATE TO BETTER BUSINESS

- **Funding Avenues & Financial Analysis** — diagnostic to determine business finances, viability, discuss strategies to improve the bottom line and plan for financial security.
- **Building Better Business** — assisting clients in preparing marketing plans, promotional opportunities and advertising options.
- **Making the Most of Your Talent & Team** — identifying gaps in skills, recommending training and assisting with recruitment of employees or connecting with contractors.
- **Management Capabilities** — increasing the confidence of the business owner.
- **Digital Engagement Implementation** — identifying and developing the right digital media for the business.

ILLAWARRA ITEC

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