
BUSINESS ESSENTIALS

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FEE:	\$475 + GST (includes 2 hours of Business Support Sessions)		

COURSE INFORMATION

PREREQUISITES:

N/A

COURSE DESCRIPTION:

An introductory course for people considering starting their own business and becoming an entrepreneur. Workshop is conducted over 2 days and will review 4 themed components essential for a successful business start.

COURSE GOALS:

Workshop will review the following topics:

Personal Readiness

- Realize their Personal Entrepreneurial Characteristics
- Identify their Personal Skills and Qualifications required to start their own business
- Recognize where they are in the "Life Cycle" and how this effects their business expectations
- Be financially aware and prepared for business

Market Identification

- Identify your market area
- Understand the steps in market research and how to apply this information in your analysis and business plan
- Learn the importance of a proper market analysis
- Understand the impact that your market has on your business's success
- Understand the importance of effective marketing

Operational and Legal Requirements

- Understand the legal requirement of setting up a business
- Learn about Government regulation and how to comply to avoid unnecessary problems
- Review the required application forms required to complete the start-up process for your business
- Dealing with CRA and knowing the role they play in your business
- Removing the fear of the “RED TAPE”

Financial Awareness

- Identify the start-up costs for your business
- Estimate your business operational expenses
- Know your cost of goods sold
- Review financial statements such as income statements and cash flows
- Gain a better understanding of the importance of these financial documents and recognize key areas for proper financial management practices

MAJOR COURSE OBJECTIVES:

This course focuses on exploring and identifying the students personal readiness for business, identifying their market potential, preparing for the operational set up and legal requirements for a new business as well as a better financial understanding of business operations.

COURSE FORMAT:

Lecture, demonstration, group discussion

COURSE REQUIREMENTS**ATTENDANCE AND PARTICIPATION**

Students are required to be in attendance for the duration of the course to receive a certificate. No refunds will be issued. Self-study option also available