

## Starting a Business in BC

The *Starting a Business in BC* Workshop is designed to examine the basic steps required by anyone who is considering starting their own business in BC. This ONE DAY session covers the following key elements:

- How to determine the viability of the business concept
- Evaluating the true costs associated with business start up
- Identifying Government regulations, resources and assistance
- The do's and don'ts of business registration
- Exploring the need for a business plan
- Examining 21<sup>st</sup> century marketing

<b>Date</b>	Tuesday Jan 24, 2012	Thursday Feb 23, 2012	Monday Mar 19, 2012
<b>CRN #</b>	11246	11247	11248
<b>Time</b>	6:00 pm – 9:00 pm		
<b>Cost</b>	\$69 plus HST		

## Business Plan Essentials

The *Business Plan Essentials* Workshop is designed for the entrepreneur who is ready to write a detailed business plan. This program covers the following key elements:

- Writing a business plan (templates and workbooks provided)
- Business viability assessment including a break even analysis
- Business risk and operations
- Market research and strategies
- Financial planning and strategies

<b>Date</b>	Saturday Feb 25, 2012	Tuesday Feb 21 to Mar 13, 2012
<b>CRN #</b>	11252	11253
<b>Time</b>	9 am – 5 pm	6:00 pm – 9:00 pm
<b>Cost</b>	\$249 plus HST	

## Essentials of Marketing

The *Essentials of Marketing* Workshop is designed to provide an overview of the essential elements required to successfully market a small business product or services. This program covers the following key elements:

- Strategic planning
- Determining market characteristics
- Marketing research techniques
- Market segmentation
- Target market selection
- Developing a detailed cost-effective marketing plan

<b>Date</b>	Saturday Mar 10, 2012	Tuesday March 8, 15, 22 & 29, 2012
<b>CRN #</b>	11256	11257
<b>Time</b>	9 am – 5 pm	6:00 pm – 9:00 pm
<b>Cost</b>	\$249 plus HST	

All the above courses are held at the Surrey Training Centre, 10060 King George Boulevard, Surrey  
Tel: 604-588-7772

Instructor: D. Day / B. Cooper

### How to register:

Call 604-527-5472 or register online through [Application & Registration Services](#).

### Need more information?

Call the Surrey Training Centre at: 604-588-7772 for general information.