

Seminar Location:

Business Education Center
207 Chamberlin Building
5th and Market Sts, Lewisburg

Date/Time:

December 10, 2009
9am – 11 am

Fee: \$35 Includes a one year subscription to Susquehanna Business Life Magazine and a one-year subscription (12 issues) to Inc. magazine, valued at \$10. Veterans are welcome at no cost.

Presented by:

Maureen Hauck, Assistant Director for Business Consulting, Bucknell SBDC

Who should attend:

Entrepreneurs and small business owners and managers who want to learn why they should have a business plan and how to prepare one should attend this seminar.

About the presenter

Maureen Hauck has been with the Bucknell University Small Business Development Center since March 2000. She brings over 20 years of business experience including retail management, marketing, advertising, salesmanship, and personnel management to the SBDC.

The following parts of the Business Plan will be covered:

- I. Title Page
- II. Table of Contents
- III. Executive Summary: briefly describes the business structure, purpose and goals, product or service, marketing strategy, customers, management team, skills, and required financing.
- IV. The Company: provides details for items outlined in executive summary.
- V. The Market: defines the industry, strengths and weaknesses, influences affecting the business and industry, competitors and customers, pricing policy, promotional activities, and channel of distribution.
- VI. The Financial Plan: includes financial projections with profit and loss statements for the first 3 years, balance sheets, and projected cash flows.

Attendees will learn about available resources to use when preparing a business plan.

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Complete and return the registration form today!

I plan to attend “Writing Your Business Plan” seminar December 10, 2009. Enclosed is a check for \$35 payable to: Bucknell University SBDC, Lewisburg, PA 17837

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Yes No



All SBDC programs are non-discriminatory and open to the public. Reasonable arrangements for persons with disabilities will be made, if requested at least two weeks in advance. Please contact Shelley Gadoury at (570)577-1249.

BUCKNELL SMALL BUSINESS
DEVELOPMENT CENTER

The Bucknell SBDC was created in 1978 and is located in the Dana Engineering building on the university campus.

The purpose of the SBDC is to serve as an educational research resource for small businesses. We help small business owners enhance their knowledge of business management through individual consultations, seminars, and pre-business workshops. We also help small businesses obtain data and analysis that are generally unobtainable to them on their own.

With the exception of seminars, the counseling services provided by the SBDC are free. Funding is received from the U.S. Small Business Administration, the Commonwealth of Pennsylvania and Bucknell University.

In addition to SBDC staff consultants, Bucknell faculty and staff along with student interns are used to provide counseling services for small businesses.

Areas of assistance provided by the SBDC include:

- Accounting and record keeping
- Applied engineering services
- Business startup procedures
- Business plan development
- E-Commerce
- Financial analysis
- Human resources
- Marketing and sales
- OSHA requirements

Bucknell SBDC Staff

Jon Vernam: Director
Steven Stumbris: Asst Director for
Technical Consulting
Shane Cohen: Project Manager
Maureen Hauck: Asst Director for
Business Consulting
Anthony Kidd: Business Analyst
Judy Christ: Training Coordinator
Shelley Gadoury: Office Assistant

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Funding support and resources are provided by the Commonwealth of Pennsylvania through the Department of Community and Economic Development; through a cooperative agreement with the U. S. Small Business Administration, and through support from Bucknell University. All services are extended to the public on a non-discriminatory basis. Special arrangements for persons with disabilities can be made by calling (570)577-1249. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA.

“Writing Your Business Plan”

Presented by
Maureen Hauck
Assistant Director
Business Consulting SBDC

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Small Business Development Center
Bucknell University

Helping businesses start, grow, and prosper.

Bucknell SBDC
Lewisburg, PA
570-577-1249
866-375-6010 (toll free)
Sbdc@bucknell.edu

Visit us at www.bucknell.edu/sbdc/