



Business Planning

Business Plan Development Course “From Dream to Reality”

This series of sequential classroom instruction gives the participant a thorough and more in depth understanding of the basic topics to address when starting a business. By the end of the class each student will have completed an acceptable written business plan. The text/workbook used is Self-Employment: From Dream to Reality! By Linda Gilkerson & Theresia Paauwe. The course is recommended for people who have never been in business or who are starting with little business knowledge. The curriculum to be studied during this course will include, but not be limited to: business planning, legal forms of business, products and services, market research, marketing strategies, personnel management, start up expenses, operating expenses, cash flow projections and loan application process. Participants have workbooks with assignments and these assignments and portions of the business plan are worked on between class sessions. Students also communicate between classes by faxing or sending via email portions of their business plan for review to the instructor. The class is scheduled over multiple days and is approximately ten (10) hours long.

Requirements for class graduation include an 80% attendance and 80% return of requested materials. SPICE Micro-loan applicants are required to complete this course and submit a business plan with their loan application. Classes are held at the Holland Center in Corning or at the main or local branches of the Perry County District Library. Melody Borchers, MAP Program Manager is the instructor.

Follow-Up: The class instructor and SPICE personnel are available for consultations to complete business plans and apply for financing. In addition staff may provide referrals to other organizations or individuals.