



# Chamber of Eco Commerce (CEC)

## **Starting a Small Business in the USA** 'Small Steps - BIG Impact'

Planning and knowledge provide a competitive advantage in the marketplace. This series of training programs is designed to help you launch your new business in the USA. The seven-part series includes valuable recommendations, research ideas, and an overview of the important areas of business operation from a practical perspective. The series focuses on the needs of aspiring entrepreneurs and owners of new businesses. A certificate of completion is awarded after attending all seven (7) classes. Classes may be taken separately for specific information needs or you can take the complete series.

### **Starting A Business**

If you are considering starting a small business in the USA, then this workshop is a crucial first step. Topics for discussion include: traits of successful entrepreneurs, market research, legal structures for your business, estimating start-up costs & cash flow projection, financing alternatives, failure factors, and business planning. Since lack of planning is one of the top reasons new businesses fail, attending this comprehensive workshop may be one of the most important decisions you make prior to opening your business.

### **Marketing Your Small Business**

Successful, high-impact marketing relies less on money and more on knowing how to use time, energy, and imagination. Increase sales and profits with effective marketing strategies designed especially for small businesses. Learn how to maximize your marketing dollars and build your bottom line with creative low-cost and no-cost marketing ideas in the areas of public relations, advertising, and marketing research. It's essential that you successfully brand your company, as well as differentiate and position yourself in the marketplace. Attend this seminar and learn what gets customers in the door, how to make the sale, and how to keep them coming back without spending a small fortune!

### **Small Business Legal Issues**

This workshop presents information regarding the different legal structures, advantages and disadvantages of each structure, formation and ongoing requirements, liability issues and tax implications, and other statutory requirements including licensing, trade name registration, service marks and trademarks.

### **Setting Up Business Records**

Launching a business requires the setup of records and systems in the areas of accounting, personnel and organizational documents. Learn how to expedite the process. Start with the set up of accounting records that produce basic financial statements. Participants receive templates and guidelines that list various accounting tasks and essential policies to safeguard business assets, as well as checklists to insure that personnel and company files include regulatory documents.

### **Tax Tips for the SmallBusiness**

All aspects of federal/state taxes will be covered in this class, including registration requirements for each legal form of business, tax obligations for employees and independent contractors, computation of employee payroll taxes and filing periodic returns, and issues relating to specific deductible business expenses such as entertainment, the use of a personal automobile and the home.

### **Writing an Effective Business Plan**

Starting a business without a plan is like going on a trip without a map. A business plan helps you start, build and manage your business. Discover why a business plan is critical to your success, especially if you need a loan or an investor for your business. This workshop covers the sections of the business plan, information required for each section, and the general format for a business plan. In addition, you will receive a detailed planning outline and other information to help you develop an effective plan.

### **Financing the Business**

This workshop will show you step by step how to finance a start-up or growing business and how to prepare a winning package for any type of financial assistance. Topics include different financing options such as bank loans, SBA guaranteed loans, non-bank lenders, private investors, and the myths and realities of grant funding. Learn how successful borrowers pick the right financing options and make their proposals attractive to funding sources. Also learn how to calculate your financing needs, develop financial projections, and how to present your proposal effectively and professionally.

For more information, please contact: [info@ChamberofEcoCommerce.com](mailto:info@ChamberofEcoCommerce.com)