



## **It's Your Business: Start... Grow... Succeed... Take the Entrepreneur's Challenge!**

### **Entrepreneur Challenge.**

This business coaching series offers clients an option to work one-on-one with our business coach(es) and independently. This program was designed to target specific needs. It is divided into an initial coaching session and 5 sessions or challenges that may be taken individually or as a packet.

### **Initial Coaching Session**

*The purpose of the initial coaching session is to help you and your business coach become acquainted and to gather information and examine your business idea or current business to determine where you are at in the business planning process. Your responses will provide insight into your market, competitors, start-up costs, sales, expenses, and financing needs. This will also help your business coach in suggesting appropriate services.*

### **Entrepreneur Challenge #1 - The Business Idea**

*If you're thinking of starting a business, the Entrepreneur's Challenge, Business Idea session is for you. From your first flash of inspiration to launching your business, there is much to be done leading to the start. How do you know you've covered all the bases? This session will examine your business idea(s); assist you in creating your mission and vision statements and goal setting.*

### **Entrepreneur Challenge #2 - Marketing & Sales**

*Every business decision you make, from the design, production and pricing of your product or service, to the location of the office, store or even the decision to be home based, to the way you advertise will be determined by two questions: who are your customers and what do they want? The more you know about whom your customers are and what their needs are, the more successful your business will be. Market research is all about getting to know your service or product, potential customers, the competition and your business environment. In this session, The Entrepreneur's Challenge, Marketing and Sales, you will learn the importance of market research, examine the 4 P's, and understand competitive advantage and tools that you will need to start your own market research.*

### **Entrepreneur Challenge #3 - Competition**

*Does your product or service measure up to your competitor(s)? Does it serve a unique market or can potential customers find it elsewhere? . Have you sized up your competition?*



*Successful entrepreneurs know their markets, competitors, buying trends of their customers and what it takes to be competitive. You will need to identify all competitors (direct and indirect) and analyze their strengths and weaknesses to determine how you can best compete. This is vital to the success of your business idea because it reduces risk, time and expense. To help you become a successful entrepreneur, this Entrepreneur's Challenge, Competition will help you examine who, what, and where of the competition.*

#### **Entrepreneur Challenge #4 - Operation Management**

*Operations Management is, most simply, planning and making the activities of your business happen. Challenges for the business owner in the first few years are staying focused; using their own time, energy and talent for the most benefit; staying on top of administrative tasks; and continuously tracking and acting on their goals. Operations Management practices include: structuring the business, planning and goal -setting; developing and using action plans; efficiently managing business resources; professionally developing yourself and/or hiring, training and managing others to do the work of the business; operating the business's facility and equipment; managing the quality of products and customer service.*

#### **Entrepreneur Challenge #5 - Finance Management**

*A small business owner's relationship with money and their ability to successfully manage their personal finances and credit are directly connected to their success in the planning, decision-making, detailed oversight and big picture strategizing that are necessary to healthy business finance management. In this session, Finance Management, client focuses on competencies that include: budgeting, tracking income and expenses, managing cash flow, developing and maintaining credit, investing and building assets.*

Our clients can choose one or more Entrepreneur Challenge(s) that will help them in their business development. We offer several options at very nominal prices.

#### **Price List**

- Initial Coaching Session \$50
- Individual Coaching Session \$40
- 5 Coaching Sessions \$150/ \$50 Savings
- 3 Coaching Sessions \$100/ \$20 Savings

**Please note:** Each session includes one-hour of coaching time. Client will be assigned 'homework' which is required for preparation of each session.

To register or obtain more information on any of our services, please call the Women's Business Center, Inc., at 251-660-2725 or email [info@womenbiz.biz](mailto:info@womenbiz.biz).