



## ENTREPRENEURIAL ASSISTANCE PROGRAM MARCH – MAY 2012

### BE YOUR OWN BOSS! START AND EXPAND YOUR OWN BUSINESS

Whether your business is in the planning stage or already in existence and ready for expansion, the EAP will assist you in exploring opportunities to make your business successful. Workshops provide “nuts and bolts” skills to:

- Increase the Bottom Line
- Manage Finances
- Complete a Business Plan
- Create New Marketing Strategies

An **Entrepreneurship Certificate** may be earned by completing the following three components: Workshops, Mentoring/One-to-One Counseling and Submission of a Business Plan.

PARTICIPANTS OF THE SPRING 2012 EAP WILL HAVE THE OPPORTUNITY TO COMPETE IN A  
**BUSINESS PLAN COMPETITION!**

Sponsored by



\$1,100 – FIRST PRIZE ♦ \$800 – SECOND PRIZE ♦ \$600 – THIRD PRIZE

### EAP WORKSHOPS:

March - May 2012 ♦ Mon/Wed – 6 to 9 pm

\$495 fee includes manual, materials and free participation in future EAP sessions. FOR INFORMATION CONTACT Laura Fetter, Programs Administrator  
(516) 463-5850 or [Laura.J.Fetter@hofstra.edu](mailto:Laura.J.Fetter@hofstra.edu)

## **ENTREPRENEURIAL ASSISTANCE PROGRAM**

### **\*TENTATIVE\* CLASS SCHEDULE**

March 12 – May 16, 2012

6 – 9 p.m. ~ Location TBA

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#### **February 29**

#### **FREE INFORMATION SESSION**

March 12	Setting Goals/Preparing a Business Plan
March 14	Legal – Forms of Ownership & Contracts
March 19	Marketing - Research
March 21	Marketing - Research
March 26	Marketing – Branding & Positioning
March 28	Advertising
April 2	Media Strategy
April 4	Banking/Loans (6 – 7:30 pm); Insurance (7:30 – 9 pm)

#### **NO CLASS APRIL 9 – EASTER MONDAY**

April 11	Marketing – Sales
April 16	Marketing – Website/Social Media
April 18	Marketing – Pricing/Break Even Analysis
April 23	Personnel and Operations
April 25	Taxes
April 30	Marketing – Networking/Presentations
May 2	Small Business Accounting
May 7	QuickBooks – Record Keeping
May 9	QuickBooks – Record Keeping
May 14	Financial Management
May 16	Financial Management