



FREE WEBINAR

presented by

THE BROOKLYN MBDA BUSINESS CENTER

in collaboration with

BRONX SBDC AT LEHMAN COLLEGE

WEDNESDAY, AUGUST 23, 2023

11:00AM — 12:00NOON

WRITING A ROBUST BUSINESS PLAN

WHAT YOU WILL LEARN

- ♦ The Importance of a Business Plan
- ♦ Components of a Business Plan
- ♦ Financial Planning
- ♦ Conducting Market Research

ABOUT SMALL BUSINESS DEVELOPMENT CENTER—SBDCs

Small Business Development Centers (SBDCs) provide counseling and training to small businesses including working with the Small Business Administration (SBA) to develop and provide informational tools to support business start-ups and existing business expansion.

The **SBDC at Lehman College** provides free business consulting, information about licensing, and permit guidance. They also help their clients to:

- ♦ understand the importance of a business plan
- ♦ discover sources of funding
- ♦ prepare for e-commerce
- ♦ identify avenues for exporting goods & services
- ♦ develop marketing plans
- ♦ assess an invention's viability
- ♦ comply with licensing and regulations

PRESENTER

Vanessa Joseph | Regional Director | Small Business Development Center | Lehman College Campus

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To RSVP AND RECEIVE ZOOM LINK:

EMAIL YOUR NAME, COMPANY NAME, AND PHONE NUMBER TO:

ASTOWE@OLIMLIFESTYLEMANAGEMENT.ORG