



## Welcome to the Rutgers-Newark Small Business Development Center

Being an entrepreneur is the most satisfying occupation and I would like to congratulate you on taking this opportunity to create wealth through entrepreneurship. Starting and managing your own business is an exciting time because it's a time to take on new challenges and explore the prospects of success. Growing your small business is even more challenging; it is also a time to make lots of mistakes that can be costly! Many mistakes an entrepreneur makes can be avoided by taking the time to do information research; ask the right questions, observation and being realistic with yourself and the potential of your business idea. Mistakes do happen but these can, and should be avoided, therefore the Rutgers Newark SBDC would like to invite you take advantage of its no-cost/low-cost training and technical assistance services:

### Introduction to Entrepreneurs' Q&A Sessions:

The Intro to Entrepreneurship Q & A sessions provides opportunities for those interested in starting a business to address start-up issues or questions. The sessions are \$10.00 fee to attend and are held in a group format. We will cover topic on doing business in New Jersey such as:

1. Online Business Registration
2. Legal Structuring of the business
3. Getting a Federal ID
4. Registering for taxes with the NJ Department of Revenue
5. Financial sources
6. Element of Business Planning
7. Other specific topics specifically related to your individual business questions

## CALL RNSBDC FOR LATEST SCHEDULE

### Business Plan Writing Course workshop (\$100):

The Rutgers-Newark SBDC is the only small business resource provider offering a business plan writing workshop in a computer lab. The writing workshops are 20hrs and cover the following topics:

1. Understanding the need for a business plan and key to writing effective plan;;
  - a. Elements lenders and investors look for in a business plan;
  - b. How to prepare a cover sheet, what to include on a cover sheet
  - c. How to develop a well organized table of contents
2. Develop and write an executive summary and how to identify and write down the information that needs to be included in the executive summary.

3. Writing an organizational plan; - develop a concise business description; define products and services provided by the company; location consideration, intellectual property rights; legal structuring of the business
4. Writing a management plan - identify and define responsibilities of key members of the management team; identify personnel for the business and define their duties; Determine insurance and security needs for the business.
5. Writing the business marketing plan - marketing strategies by identifying marketing goals, budget and medium; define the customer demographic and identify target markets and develop the market segmentations; conduct a competitive comparison, industry research, develop research strategies and trend analysis; define and develop sales, pricing and advertising strategies; determine sales distributions; determine market strategy implementation; how to assess market plan effectiveness
6. Writing the Business financial statements - developing financial document from all the business operation transactions; prepare statement of financial needs, sources and use of fund, assess start-up requirements; prepare cash worksheets and cash flow statements; overview of income projections; understand budget analysis and break-even analysis; profits and loss statements; how to analyze a balance sheet and cash flow statements financial reports
7. Supporting documents – how to determine, prepare and assemble the necessary supporting documents for a business plan package.

*CALL RNSBDC FOR A BROCHURE*

Marketing Strategies, Planning and Implementation Course: (\$100)  
This workshop provides the third tier of development in Marketing Strategies, Planning & Implementation. Participants will receive the framework for creating, implementing and evaluating a customized Marketing Plan. Clients will be able to incorporate Part 1 (Market Research) and Part 2 (Strategies) of this workshop series into the development of their strategic vision to formulate Objectives and Strategies and learn about cost effective marketing tactics. Part 3 (Marketing Plan & Implementation) Participants have the opportunity to tie in all they have learned in Part 1 & 2 and work to develop a plan that will be their road map for defining the budget they need to implement identified tactics, as well as execute their market plan, monitor its performance, and assessing return on investment.

*This is a 10hour marketing course.*

*CALL RNSBDC FOR A BROCHURE*

To participate in any of these events please send your registration notice via email to: [rnsbdc@newark.rutgers.edu](mailto:rnsbdc@newark.rutgers.edu). We encourage you to use email to communicate with us in order to receive a prompt response. You could also call us at: 973-353-5950 to register. Payment for course is by cash or money order payable to:  
Rutgers University/RNSBDC Workshops.

Finally I wish to share with you how our service delivery works. You may already have gone through some of these steps but this is just to give you an idea so that you are aware of what's next and how we can both cooperate with each other in the efficient delivery of services to meet your small business needs.

### Steps to accessing Rutgers-Newark SBDC Services:

Start-up and Established businesses can access RNSBDC services in 3 ways:

1. Via our website: [www.rnsbdc.rutgers.newark.edu](http://www.rnsbdc.rutgers.newark.edu) and completing the Request for Counseling (RFC) form on the home page.
2. By sending email to: [rnsbdc@newark.rutgers.edu](mailto:rnsbdc@newark.rutgers.edu)
3. By telephone to our main number: 973-353-5950

All clients are required to have a signed RFC on file before services can be offered. This is nationwide SBA-SBDC policy. Client who complete the electronic RFC endorse the form by clicking "submit" and this is considered a valid signature of acceptance of conditions of service, therefore client are encouraged to use this as the best and most expedient form of accessing services.

Once a signed or e-RFC is received client will be directed to the next appropriate stage of business services based on their level of business establishment or maturity. All prospective entrepreneurs and start-ups are required to attend the Entrepreneurs' Q&A session offered on Wednesdays 10am-12noon or 4-6pm. Please call for exact time for the week. These sessions are at no cost to attend, however pre-registration is required since a maximum of 10 businesses can be facilitated for each session.

I wish you all the best in your new business endeavor and we look forward to working with you and helping you make your business a success. For more information or to download our 2008 Training Calendar please visit our website at: [www.rnsbdc.newark.rutgers.edu](http://www.rnsbdc.newark.rutgers.edu)

**Dr. Tendai Ngoro**  
**Regional Director - Rutgers-Newark SBDC**