

SCORE Racine/Kenosha Workshop

SCORE Workshops

How to write a Short Effective Business Plan

A business plan is an absolute necessity for business success and for obtaining a loan. It requires you to think through your business strategy, do financial “what ifs” without risking money.

Highlights: You will learn to:

- Prepare a concise business plan
- Think through your business strategy
- Determine a marketing strategy
- Do financial “what ifs” to determine the amount of risk you want to take.

Mike Gibbs of SCORE presents this workshop. Mike has held many management positions during his 36 year career with the S.C. Johnson Family of Companies in Racine, Wisconsin. Mike’s experience within the SCJ Consumer Company began as Manager of Marketing Research. Within the Johnson Outdoor Company, he was General Manager of the Company’s Research Engineering subsidiary in Stowe, Vermont. Within Johnson Professional, Mike was Director of Marketing & Sales and Director of Business Development. Later he became Vice President of Global Mergers & Acquisitions. During his career, he prepared many business plans across a variety of businesses and initiatives. Mike is an active SCORE Mentor and ADAM Board member. He holds two degrees, a BS degree in Business and an MBA degree.

Register Today! Map & Directions: <http://g.co/maps/5rxh6>

Date: Saturday March 10, 2012

Time: 8:30-9:00 Registration and Networking
9:00am-Noon Workshop

Location: Gateway Technical College
Center for Advanced Technology and Innovation
Auditorium
2320 Renaissance Blvd.
Sturtevant, WI. 53177

Register: <http://scoresewisconsin.org/workshops/>



SCORE SE Wisconsin



Offering free and confidential business mentoring and low cost Business Workshops.

SCORE SE Wisconsin
310 W. Wisconsin Ave.
Suite 425
Milwaukee, WI. 53203
414-297-3942
staff@scorewisconsin.org
www.scorewisconsin.org

Fee: \$35 per person, \$20 for 2nd person from the same business.