



**CAVE HILL SCHOOL OF BUSINESS
UNIVERSITY OF THE WEST INDIES**

IN CONJUNCTION WITH

THE SMALL BUSINESS ASSOCIATION

PRESENT

THE ENTREPRENEURS' SURVIVAL SERIES

Survival Series Seminar 1: Count the Cost – Accurately Pricing Your Goods/Services to Maximize Sales

Date and Time: January 24th, 2012
5:30 PM – 8:30 PM

Venue: The Cave Hill School of Business

Aim: To equip entrepreneurs with the tools needed to effectively price their products and services.

Objectives: By the end of this seminar, participants will –

- Be better equipped to price their products and services
- Identify the various costs that must be considered when pricing their products and services
- Perform break even analysis to help in costing and pricing strategies

Description: This seminar provides business persons with practical approaches for establishing the real cost of a product or service and the determination of pricing strategies. It arms the business manager with a proactive business tool for assessing decisions to be made on inputs, overheads, and price. The session is designed to be highly interactive

with participants in identifying their current practices and the need to enhance or change based on new knowledge or techniques.

Cost: Bds\$150

Special Rates:

Participants attending 2 Survival Series seminars pay \$275

Participants attending 3 Survival Series seminars pay \$400

Participants attending 4 Survival Series seminars pay \$500

Survival Series Seminar 2: Cash Flow – Earn it and Manage it

Date and Time: January 26th, 2012

5:30 PM – 8:30 PM

Venue: The Cave Hill School of Business

Aim: To help entrepreneurs manage cash in their businesses and plan for tight cash flow periods.

Objectives: By the end of this seminar, participants will –

- Be able to integrate best practices on managing cash flow into their companies
- Be equipped to forecast sales and expenses to ensure that the business can effectively function in tight cash flow periods

Description: This seminar provides business persons with practical approaches for prudent cash flow management (CFM). It arms the business manager with a proactive business tool for planning the life blood of the business and alerting the business in advance of tight cash flow periods. The session is designed to be highly interactive with participants in identifying their current practices and the need to enhance or change based on new knowledge or techniques.

Cost: Bds\$150

Special Rates:

Participants attending 2 Survival Series seminars pay \$275

Participants attending 3 Survival Series seminars pay \$400

Participants attending 4 Survival Series seminars pay \$500

Survival Series Seminar 3: Trade Opportunities – Profit Beyond Our Borders

Date and Time: February 1st, 2012
5:30 PM – 8:30 PM

Venue: The Cave Hill School of Business

Aim: To educate entrepreneurs on the vast number of opportunities to find customers around the world.

Objectives: By the end of the seminar participants will –

- Develop a greater understanding of trade opportunities for products and services in the market
- Recognize agencies set up to aid them in selling locally, regionally, and internationally
- Be educated on the impact that trade agreements have on their business

Description: Opportunities abound beyond our shores to sell our products and services. Understanding where those opportunities are and how to best take advantage of them is necessary for entrepreneurs. Armed with this information entrepreneurs can make informed decisions on the path of their business. This workshop on trade opportunities takes entrepreneurs on a tour of current trade agreements and highlights agencies set up to help them do business here and abroad.

Cost: Bds\$150

Special Rates:

Participants attending 2 Survival Series seminars pay \$275

Participants attending 3 Survival Series seminars pay \$400

Participants attending 4 Survival Series seminars pay \$500

Survival Series Seminar 4: Marketing on a Shoe String Budget: Small Budget, Big Impact

Date and Time: February 2nd, 2012
5:30 PM – 8:30 PM

Venue: The Cave Hill School of Business

Aim: To assist entrepreneurs in creatively developing new marketing approaches that can be used to promote their businesses in harsh economic times.

Objectives: By the end of this seminar participants will –

- Create a profile of their customer to enable them to better understand their needs;
- Understand the importance of product positioning in the marketplace;
- Explore the marketing mix of goods and services and how these can be manipulated to increase sales and build brand awareness; and
- Discover free and low-cost tools for promoting their products (goods/services).

Description: Marketing is often perceived as critical for business success but SMEs often think that they do not have the financial resources to spend on this important business function. The common misperception is that marketing is solely advertising on the radio, television and in newspapers and this limits the number of SMEs who can afford to do so.

This seminar is designed to help SMEs understand that marketing is more than advertising and that even cash strapped companies can engage potential customers, build brand awareness and loyalty and drive bottom line results through the use of creative and innovative tactics.

Cost: Bds\$150

Special Rates:

Participants attending 2 Survival Series seminars pay \$275

Participants attending 3 Survival Series seminars pay \$400

Participants attending 4 Survival Series seminars pay \$500