

# CORE FOUR<sup>®</sup> BUSINESS PLANNING

CLASSES ARE  
STARTING SOON  
**REGISTER  
NOW!**

Thinking of starting, expanding, or  
improving your own  
business?

Your first step —make a plan!

## **LEARN IT. DO IT!**

In six weeks, learn how to figure it out: how to plan a  
successful, market-driven, cash healthy, well-managed  
business. Test your business concept. Increase your marketing,  
operations, and cash flow management knowledge. Plan your  
business to be a success for you!

APRIL 21, 2020\* | 5:30PM-8:30PM

MSU-HOPKINSVILLE REGIONAL CAMPUS

\*classes are held on Tuesdays for six weeks  
(4/21, 4/28, 5/5, 5/12, 5/19, 5/26)

**REGISTER AT:** <https://bit.ly/353wqR6>



APRIL 21

### *Administrative/Success Planning*

*Success Planning* explains tools for self-assessment, financial goal setting, setting boundaries, communication skills, selling skills, and contingency planning. Success Planning will help you prepare your “business owner” resume and personal financial plan and help you become aware of your wants, needs, and goals for your business.

APRIL 28

### *Marketing Planning I*

*Market Planning* explains tools and strategies for transforming your dream into a real, market-driven business. The importance of matching your business with the needs and wants of customers is highlighted as you discover how to identify the features and benefits of your product or service and learn about imaging, packaging, pricing, selling, promotional planning, and contingency planning.

MAY 5

### *Marketing Planning II*

*You will learn how to target your customers, analyze your industry and competition, and identify your position in the market.*

MAY 12

### *Cash Flow I*

*Cash Flow Planning* explains detailed strategies for planning the financial future of your business with emphasis on projecting sales, setting sales goals, and contingency planning.

MAY 19

### *Cash Flow II*

*Cash Flow Planning helps to clarify the personal financial needs of the owner as separate from the financial needs of the business.*

MAY 26

### *Operations I & II*

*Operations planning* explains key issues and strategies for operating a legitimate business that complies with legal standards and requirements.