

# SMALL BUSINESS STRATEGY COURSE

**10-Week, Instructor-Led Virtual Course Sponsored by HOC**

Designed to teach you how to start and operate your own small business

## »» COURSE DETAILS AND BENEFITS

### TOPICS TO BE COVERED:

Concept Development and Business Structure Development

Developing a Business Niche and Business Plan

### **Sales, Branding, and Funding**

Lead Generation (How to convert prospects into paying customers)

### **Marketing / Branding / Sales Strategy Planning**

Contracting / B2B Partnership and Sponsorship Overview

### **Small Business Contracting / Government Contracting Opportunities**

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### STUDENTS PARTICIPATING IN SBSC WILL RECEIVE

Special Presentation Sessions from Industry Experts

### **1-Hour, One-on-one, Weekly Student Mentoring Sessions**

Assistance with Branding and Logo Design

### **Mentoring Sessions for up to Three (3) Months After Completing SBSC**

Opportunity to Establish New Business Relationships

### **Special Incentives and Scholarship Assistance**

»» **CLICK HERE TO REGISTER** ««

For more information contact: [AEWD@hocmc.org](mailto:AEWD@hocmc.org)



Course is facilitated by ALSTNTEC, LLC an SBA Woman-Owned, EDWOSB, and Minority Business Enterprise aimed at providing small business training and assistance to new and existing business owners.

Accommodations, such as aides and services, can be provided upon request. To best serve you, we require as much advance notice as possible - at least five (5) full business days prior to the event. To request any reasonable accommodation to participate, please call (240) 528-4876 and leave a detailed message with the request and contact information. Or you can email [chicquita.waller@hocmc.org](mailto:chicquita.waller@hocmc.org) In all situations, a good faith effort will be made to provide the accommodation.