



# Alabama Small Business Development Center Network

Strengthening Alabama's Economy, One Small Business at a Time.

[www.asbdc.org](http://www.asbdc.org)

## ASU

ALABAMA STATE  
UNIVERSITY

College of Business Administration  
SMALL BUSINESS DEVELOPMENT CENTER

## Women In Business Workshop Series I

### **BUSINESS PLANNING FOR SUCCESS**

Attend this workshop and learn how an effective business plan and marketing plan can help you increase your sales and profitability while efficiently managing your business and marketing dollars. Topics will include the basics of writing a business plan, how to conduct market research, define your customer and target your market, analyze your competition, and develop a marketing plan that works for your business and your budget.

#### **DATE/TIME:**

Tuesday, December 2, 2014 | 6:00 pm –8:00 p.m. (*Business Networking from 5 p.m. – 6 p.m.*)

#### **LOCATION:**

ASU Ralph Abernathy Building - Great Hall of Teachers  
1625 Harris Way (Hall Street)  
Montgomery, AL 36104

#### **WORKSHOP PRESENTERS:**

Dr. Joyce McGriff  
*Associate Professor of Marketing*  
*ASU, College of Business Administration*

Lorenza Patrick  
*ASU SBDC, Director*

This is a free event and is open to the public. Registration is required.

Register Online [click "Sign Up"] @ <http://asbdc.ecenterdirect.com/ConferenceDetail.action?ID=7300>

#### **FOR MORE INFORMATION CONTACT:**

Andrea Price at 334-229-4138 or email to: [arprice@alasu.edu](mailto:arprice@alasu.edu)

#### **EVENT COSPONSORED BY**

**ASU Small Business Development Center and Montgomery Alumnae Chapter of Delta Sigma Theta**



The Small Business Development Center at Alabama State University is a member of the Alabama SBDC Network, funded in part through a cooperative agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact [arprice@alasu.edu](mailto:arprice@alasu.edu), 915 S. Jackson St., Montgomery, AL 36104, 334-229-4138 or [arprice@alasu.edu](mailto:arprice@alasu.edu).

