



HOLLY CITY DEVELOPMENT CORPORATION PARTNER WITH UCEDC TO PRESENT

THE BUSINESS DEVELOPMENT ACADEMY

This eight-week course, followed by ongoing one-on-one mentoring, will guide you through the fundamentals of building a solid business. All sessions will be held **IN-PERSON** at The Holly City Development Corporation building, 14 E Mulberry St, Millville, NJ 08332.

To apply for this program visit: <https://www.tfaforms.com/5113142>

Business Assessment

Week 1: June 5, 2024 | 10:30am - 12:00 pm

This workshop emphasizes the fundamentals of business ownership, with a focus on refreshing the business plan for sustainability.

Marketing Strategy

Week 3: June 19, 2024 | 10:30am - 12:00 pm

This workshop will review the basic principles of marketing strategy, and the application of the "4Ps of marketing."

Basic Financial Statements

Week 5: July 10, 2024 | 10:30am - 12:00 pm

Understanding your financial statements is fundamental for maintaining your business profitability. This workshop reviews the balance sheet, profit & loss statement, and cash flow statement.

Forecasting Financial Results

Week 7: July 24, 2024 | 10:30am - 12:00 pm

Projecting financial results are critical in preparing your business plan. This final workshop in the series will focus on sales projections, expense projections, and responsibly projecting your cash flow.

Week 9 and beyond: continued one-on-one mentoring on a monthly basis, for 12 months. The one-on-one sessions may include the additional assistance of a guest counselor/subject matter expert, when possible and where appropriate.

GROUP COUNSELING SESSION

Week 2: June 12, 2024 | 10:30am - 12:00 pm

The group counseling session will include follow-up examples, exercises and applied learning from the Business Assessment workshop.

GROUP COUNSELING SESSION

Week 4: June 26, 2024 | 10:30am - 12:00 pm

The group counseling session will include follow-up examples, exercises and applied learning from the Marketing Strategy workshop.

GROUP COUNSELING SESSION

Week 6: July 17, 2024 | 10:30am - 12:00 pm

The group counseling session will include follow-up examples, exercises and applied learning from the Basic Financial Statements & Profitability workshop.

GROUP COUNSELING SESSION

Week 8: July 31, 2024 | 10:30am - 12:00 pm

The group counseling session will include follow-up examples, exercises and applied learning from the Projecting Financial Results workshop.