

“Empowering Tribal Communities: One Entrepreneur At A Time”

Southwestern Indian Polytechnic Institute

Small Business Training Program

Module 1: Creating A Dream – Small Business Basics

Training Goal: To introduce business terminology and its value in starting a business to the small business owner

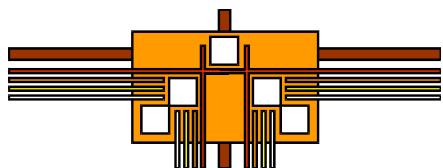
Performance Objectives:

- To understand what defines a small business
- To know the purpose of small businesses in the business environment
- To learn basic business terminology
- To analyze personal strengths, weaknesses, opportunities, and threats and their impact on small business start-up.

*To go on a vision
quest
is to go into the
presence
of the great mystery.
~Lakota Saying*

Presentation:

Small businesses provide almost all of the jobs in the United States today. Starting a small business requires basic business knowledge and a lot of determination. Here are some questions often asked by those who are thinking of owning a small business:



How do I get started?
Where do I get the money and how much do I need?
How do I come up with the right idea?
Do I buy a business or start one?
What do I want out of life?

In starting a small business, the business owner must consider several factors: who you are, what you want, how hard you are willing to work, and what abilities you have. Each business owner must understand what is most important. Each individual wants different things; Each individual is unique.

Module 2: Envisioning A Dream – Strategic Planning

Training Goal: To introduce the importance and value of strategic planning for the small business owner

Performance Objectives:

- To learn strategic planning techniques
- To prepare a business SWOT analysis
- To practice setting goals and objectives
- To distinguish between forms of business
- To estimate potential start-up costs for a new business
- To consider potential target markets

*If we wonder
often,
the gift of
knowledge will
come.
~Arapaho Saying*

Presentation:

Entrepreneurs and business managers are often so preoccupied with immediate issues that they lose sight of their ultimate objectives. That’s why a business review and preparation of a strategic plan is a necessary. One critical activity for a small business owner is business strategic planning. Simply put, **planning** is setting the direction for a business and then working to ensure that the business follows that direction.

Module 3: Selling the Dream – Marketing

Training Goal: To introduce to the business owner the art of selling a dream; that is, how does the small business owner market to potential customers all aspects of the business

Performance Objectives:

- To study the principles of marketing
- To consider facility layout concepts
- To focus on a quality product
- To understand the potential of publicity
- To realize the importance of customer satisfaction

***Be an early riser:
The game does not
snuggle their heads on
feather pillows.
~Assiniboine Saying***

Presentation:

Marketing activities reach and persuade prospective customers to buy products from a small business. Marketing must reach and persuade customers that the small business has the right product or service for them. It's the message that prepares customers to buy. Marketing includes the selection of a location, paid advertising, free publicity, and other methods of convincing those from the target market to become customers.

A business must be created at the right time and located in the right place. Large businesses such as Wal-Mart and McDonald's conduct extensive market research to determine the most effective place to locate their businesses; small business owners must also study the best time to open and the best place for their business.



First, the owner must clearly understand the product of the business and the target market for that product. With those ideas firmly determined, the owner must then decide a location of the business that will be most convenient for the target market, not necessarily what is most convenient for the business owner.

Module 4: Protecting the Dream – Financial and Legal Requirements

Training Goal: To introduce to the small business owner ways of understanding and working within the financial and legal requirements for a business within a Native American business environment

Performance Objectives:

- To create a financial plan and financial statements for a small business
- To introduce employee benefits, compensation, and wages
- To reference tax information and the importance of recordkeeping
- To discuss legal issues related to small businesses, including federal, state, county, and tribal regulations
- To understand control methods for small businesses
- To outline the requirements of a formal small business plan

***The more you ask
how far you have
to go,
the longer your
journey seems.
~Seneca Saying***

Presentation:

Financial planning underlies the business operation. Before the business even begins, the business owner estimates start-up costs and considers sources of funds for those costs. What cash will be needed and what revenues will the business earn? Planning and documenting for these financial situations requires preparing the financial statements. In addition, most funding sources require this type of financial information from financial statements: the income statement, cash flow statement, and balance sheet. These financial statements show costs as well as financial information for the business owner to assess the health of the business.