



BUSINESS BASICS

NYS Small Business Development Center
Research and Support Services
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Introduction...

- Who are we?
- Where are we?
- What do we do?
- Who can use these services?
- How much do services cost?
- How long do services last?



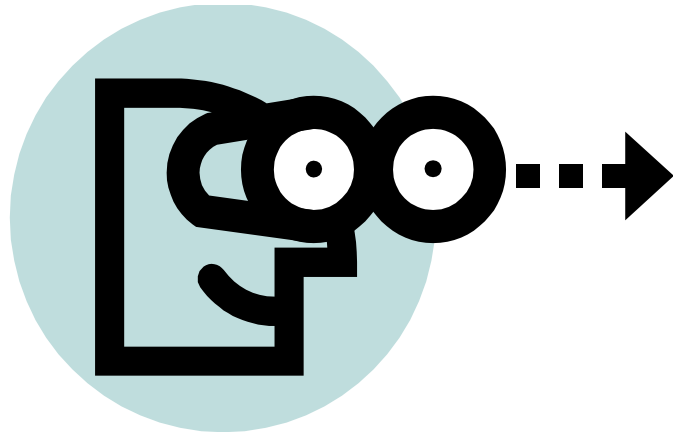
Are you an Entrepreneur?

- Emotional Fitness
- Mental Fitness
- Financial Fitness



Defining Your Business

- Setting the vision
- Planning for the business
- Feasibility, Viability, Desirability



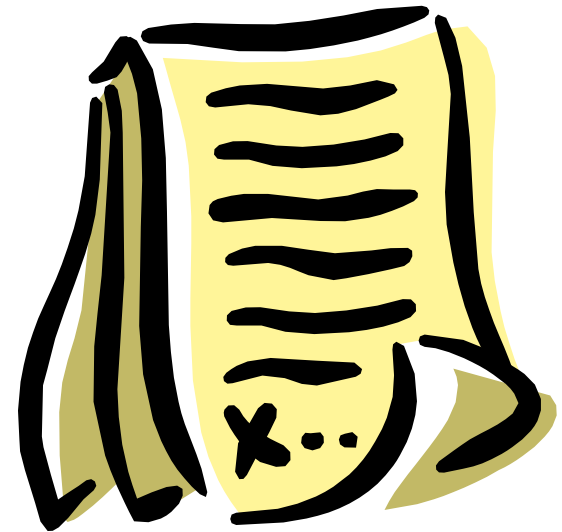


How much money do you need?

- Determine Start Up Costs
- Calculate Cash Flow Projections – 3 years
- Include Working Capital for 6-12 months

Legal Forms for Business

- Sole Proprietorship
- Partnership
- Corporations
- S-Corporations
- LLC/LLP



Financing Your Business

- Lending Requirements – the five C's:

Capacity to repay

Capital Investment

Collateral

Conditions = Business Plan

Character = Experience



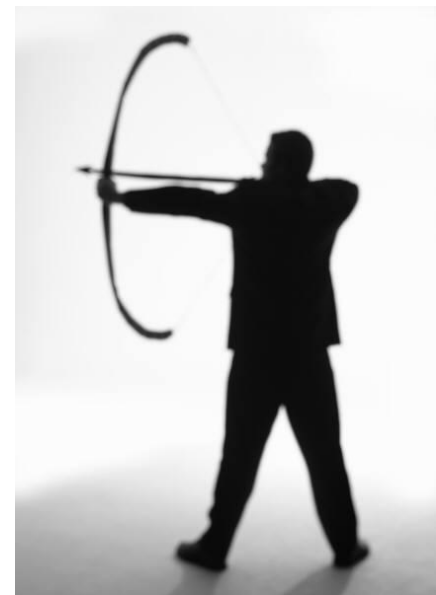
Unique Selling Proposition = Niche

What defines you and makes you so special?



Market Planning

- Identify your products or services
- Conduct Market Research
 - Industry Trends
 - Target Market
 - Competition



Web-Based Marketing and Social Media

- Website – must be optimized. Keywords in your industry are important
- Social Media – Facebook, LinkedIn, Twitter etc...
- Blogs

Top Ten Reasons Small Businesses Fail:

1. **No long-range business plan.**
2. **Underestimating \$ needed.**
3. **Failing to establish a banking relationship.**
4. **No management training.**
5. **Incorrect pricing.**
6. **Lacking timely and accurate record keeping.**
7. **Extending too much credit with poor collections.**
8. **Lacking a clearly defined marketing strategy.**
9. **Hiring inappropriate employees.**
10. **Reluctance to spend money for professional help, i.e. Accts, Attys.**



Improving Chances For Success:

- Know what you're getting into.
- Have or raise as much \$ as you can.
- Be frugal.
- Line up customers before you start.
- Choose a business with low startup costs.
- Get a job in the industry first.
- Be careful about all agreements you make.
- Join a trade or industry association.
- Be willing to wait.
- Plan.
- Get help.



Business Plan – a working document, or “blueprint” that explores:

- your business’ description
- history of the business
- your experience in the industry
- products and/or services of the business
- marketing plan
- management and operations
- budget and financial projections



“Those who know best,
know how little they know”

- Thomas Jefferson

Free help and confidential assistance
is available at the
Small Business Development Center....
you don't have to do it alone!

(631) 632-9070

www.stonybrook.edu/sbdc