

ENROL NOW



SOA SMALL BUSINESS

Face-to Face, Online or Blended Learning options

OVERVIEW

Have the confidence to develop a small business plan.

Manage operations, market products and services and financial planning.

Design your organisation's future growth strategies whilst satisfying the needs of your customers.

WHO IS THIS FOR?

- Business owners
- Stakeholders in market development
- Individuals or department heads
- Anyone wanting to start a small business

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WHAT WILL I LEARN?

- Set marketing objectives and marketing mix
- Identifying industry market trends relating to marketing new business ventures
- Communicating roles & responsibilities in marketing strategies
- Key features of a marketing mix that addresses market and business venture needs
- Performance evaluation methods relating to marketing strategies
- Types of business planning
- Common business risks and risk management strategies
- Workplace procedures
- Developing risk management strategies.
- Internal & external stakeholders involved in coordinating promotional activities & planning processes for organising promotional activities