

# INNOVATION

## Business planning A recipe for **business success**

As part of the Small Business September event series, NSW Business Chamber will be running a seminar on business planning – an essential session for business' wanting to sow the seeds for success.

Join guest speaker Sue Seawright who will deliver an engaging presentation, providing valuable insight into the importance of a business plan and the difference it can make.

Sue Seawright is an experienced Human Resources practitioner, small business owner and certified HR Coach. As a certified HR Coach with HRM By Design, Sue holds a special interest in the challenges faced by small and medium enterprises and a commitment to developing positive and productive workplaces for employers and employees.

In the seminar, Sue will cover the following components of business planning:

- Key objectives of the business
- Market analysis - is there a demand?  
How do we know this?
- Competitor scan
- Product/service
- Marketing strategy
- Financial plan
- Action plan

### Event Details:

Thursday 9 September 2010  
7:30am – 9:30am  
Adamshurst Restaurant  
603 David Street  
Albury

### Parking:

Parking available on site.

### Cost:

NSWBC members: \$20  
Albury Northside Chamber members: \$25  
Non-members: \$30  
(GST included)

**A full plated hot breakfast will  
be served**

### Sponsored by



### Supported by





## Business planning

### A recipe for **business success**

#### Registration Form

Name \_\_\_\_\_

Position \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

#### Please tick which is applicable:

- NSWBC member     Albury Northside Chamber member  
 Non-member

#### Method of payment

Cheque: I enclose a cheque for \$ \_\_\_\_\_

Please make payment payable to: NSW Business Chamber, Locked Bag 938,  
North Sydney, NSW, 2059

Credit card:     Visa     Mastercard     Amex

Card no:

Expiry date \_\_\_\_\_ / \_\_\_\_\_ CCV \_\_\_\_\_

Cardholder name \_\_\_\_\_

Cardholder signature \_\_\_\_\_

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#### RSVP: 3 September 2010

\*No refunds for bookings cancelled after  
3 September 2010

To register please complete the  
form below and fax back to  
**1300 655 277.**

Online bookings are also accepted  
at [nswbusinesschamber.com.au](http://nswbusinesschamber.com.au)

Alternatively call  
13 26 96 for further enquiries or  
to register.