

Training will be conducted in Spanish at the Imperial Lied Library

The Center for Rural Affairs' Rural Enterprise Assistance Project (REAP) will host a five-week business plan basics course beginning Wednesday, Aug. 26, and ending on Wednesday, Sept. 23 in Imperial.

Each session will run from 6:30 until 9:30 p.m. Sessions will be conducted in Spanish and held in Imperial, at the Lied Public Library at 703 Broadway.

Registration for the course includes materials and a one-year REAP membership. The deadline to register is Aug. 19.

The business planning workshop series will include the following main topics: Marketing, Promotion/Advertising, Financial Management, Customer Relations and Goal Setting. REAP collaborates with the University of Nebraska EDGE Program in utilizing the NxLevel Micro-Entrepreneurs curriculum called "Business Plan Basics".

"The success rates for small businesses are typically quite low," commented Nancy Flock, Center for Rural Affairs.

"According to some statistics, the chances of a new business surviving for five years are between 30 and 50 percent. Entrepreneurs can greatly increase their chances for success by analyzing their ideas, their marketplace and their management team before beginning," she said.

The Center for Rural Affairs' REAP program provides lending, training, networking and technical assistance opportunities for start-up and existing small businesses.

"As a business owner, it's always important to analyze where you are, look at the trends and make adjustments if needed," said Flock. "Imperial and area entrepreneurs and business owners will have an opportunity to analyze their businesses and/or business ideas at the business plan basics training course."

For more information, contact Nancy Flock, REAP Business Specialist, npflock@msn.com, or call (308) 534-3508.