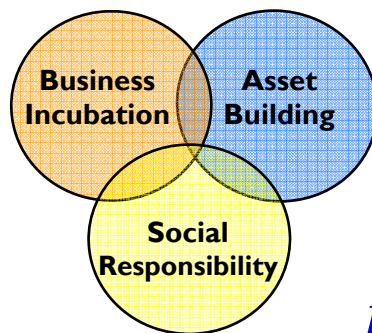


IMMIGRANTS • REFUGEES • NEW CITIZENS

BUSINESS PROGRAM FOR NEW AMERICANS

Get training, coaching and resources to start, grow and sustain your business.



Join our program!

Boom or bust?

Losing sales and customers? Can't get business loan? No cash or credit to pay suppliers? Still out of work? Downturn startup can lead to new invention. Create your own job by starting a business. **Time to prepare and plan for recovery!**

MARKET RESEARCH

Calculate market size and pinpoint who wants your product.

PRODUCT

Differentiate your business and make it better and more unique than competitors.

PRICE

Calculate costs to determine what customers are willing to spend on your products in any given month or season.

PLACE

Select best channels to access markets and distribute your goods.

PROMOTE

Inform, persuade and remind customers about your product and services.

OPERATE

Get the right permit, license and legal information to operate your business.

CUSTOMER RELATION

Create a fan base, maintain loyalty and encourage repeat purchase that keeps you in business.

FINANCIAL

Measure fix and variable costs, and manage the cash that flows in and out of your business.

ORIENTATION

Wednesday, 9/30/09 • 4:30-6:00
University of California, Berkeley
Room 4, Haviland Building

Register with Mimi
(510) 540-7785, ext. 312
mimi@anewamerica.org

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