

1 YOUR QUICK GUIDE 2 FOR OPERATING 3 A RETAIL BUSINESS OR A FRANCHISE

Whether starting a retail business or a franchise or wanting to enhance profitability opportunities, the Women's Business Development Center should be your key guide to show you the way.

Attend a FREE Retail and Franchise Decision Making Session.

- Determining whether owning or expanding your retail or franchise business is right for you.
- Retail opportunities in the Bronzeville, South Loop, and Near West Side.
- Technical assistance available in the areas of finance, marketing, operations and more.
- Availability of business advice from professional counselors with business ownership experience and knowledge.

Here are the steps to follow to start either a retail or franchise business.

If you are already operating as a retailer or a franchisee, you may choose to begin with step 2.

1

Enroll in one of our general entrepreneurial training series:

JumpStart Your Business, our 5 week workshop series that covers the basics of planning your business start up. JumpStart gives you the tools and teaches you the process for turning an idea into a business.

OR

If you want more structure, sign up for our 12 week business certificate program. Upon completion, you'll have a business plan and a firmer grasp on your vision and its viability.



2

Enroll in the Retail Track-Building and Maintaining a Retail Operation to Compete in the Marketplace

Building and Maintaining a Retail Operation to Compete in the Marketplace is a series of three workshops designed to give participants a quick and simple road map to becoming an outstanding retailer by focusing on strategy, supply, and customer communication.

OR

Enroll in the Franchise Track - Finding and Selecting a Franchise That is Right for You.

The Franchise Track is a two-workshop series designed to give an overview of franchising including history, terminology, advantages to owning a franchise, pitfalls to avoid and how to select a franchise to fit both personal and financial goals.

The retail track and franchise track are designed to complement either of the general entrepreneurial training series.

Refer to one of our brochures or www.wbdc.org for details on our upcoming events (location, dates, times, cost).

3

For Start ups, the next step is Bridge Counseling and then Individualized Counseling.

Bridge Counseling

Bridge the gap between structured workshops and individualized business counseling and bridge the gap between theory, ideas, thoughts, and the real plan.

The free sessions, led by a business counselor, are done in small groups. Prior workshop participation and pre-registration are required. The counseling will help you keep the momentum going as you work on your business plan. To schedule an appointment, call 312-853-3477, ext. 0.

For businesses already in operation, your next step is individualized business counseling.

Individualized Business Counseling

When the first draft of the plan is completed, it is time for individualized business counseling. Bring your business plan with you.

To schedule an appointment, call 312-853-3477, ext. 0. There is no charge. Individualized sessions can only be scheduled after you have completed your plan or if you have already been operating as a retailer or franchisee.



Women's Business Development Center

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