



## Small Business Development Program (SBDP)

The Workforce Institute of City Colleges of Chicago, in partnership with the Department of Community Development (DCD) has developed a high caliber training program designed for small businesses located in various Chicago neighborhoods. The Small Business Development Program (SBDP) is designed to meet the needs of Spanish-speaking business owners in these areas.

### What is SBDP?

The SBDP involves a comprehensive training program, focusing on everything from how to manage your team & run your business effectively to creating and managing budgets. The most beneficial piece will be the development of a business and marketing plan to help your annual revenue grow.

### What are the Key Goals & Objectives?

- Create a professional business and marketing plan focusing on increasing annual revenues
- Provide a comprehensive small business management curriculum that is relevant and culturally sensitive to program participants
- Help business owners become more knowledgeable in small business management to increase long-term success

### What are the Benefits?

Through the SBDP, the Workforce Institute will provide you with the tools necessary to:

- Gain a better understanding of how to successfully operate your business to increase annual revenue
- Develop and implement long-term meaningful business goals
- Receive training provided by experienced subject matter experts
- Further strengthen the community in which these businesses operate via education, training and increasing revenues

### What is Offered?

- Management, Services, Finances & Technology training
- Orientation & certificate
- Specialist presentations

### What is the Cost?

The DCD will give scholarships to cover the full cost of the training to each business that commits to participating in the program. **The value to the business of the SBDP is over \$4,000 per participant!**



### Chicagoland Entrepreneurial Training Center

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