



# Maryland Small Business Development Center Southern Region



# Introduction

- Who we are
- Resources
- Training
- One-on-one counseling



# Southern Region Counselors

- LaPlata – Bill Hitte, Director 301-934-7583
- St. Mary's – Linda Craven 301-866-1923
- Calvert - Maria Dorsett 301-934-7583



# Resources

- Start up guides
- Hills Library
- <http://sbdcnet.org>
- <http://www.easidemographics.com>



# Training

- Start Right for Success (\$50)
- Building a Successful Business Plan (\$60)
- Quick Books (\$75.00)
- Successful contracting with the Federal Government (\$70)

Classes listed on <http://www.sbdchelp.com>



# One-on-One Counseling

- Funded by the SBA/St. Mary's County
- One hour by appointment (total of 7 hours)



# What you will take away today.

- Business plan basics
- Marketing plan basics



# How does this apply to you?

- As a business owner or employee, you may need to market to the Federal, State or County government
- We can help you develop a business plan and marketing plan
- We can help you develop your capabilities statement and edit it to one page if needed.



# Business plan

- Cover page
- TOC
- Summary
- The Business
- Products/Services
- Market Analysis
- Marketing
- Personnel
- Sources/Uses of Funds
- Cash flow projection



# Marketing Plan

Focus is on the customer

- Marketing segmentation
- Objectives and issues \*
- Marketing strategy \*
- Sales plan for each segment
- Action programs
- Controls
- Launch



# Objectives and Issues

- List of marketing objectives (Example: increase Federal procurement by 10%)
- Issues that will affect this goal:
  - Allocating \$\$ to the e-business division
  - Hiring a procurement consultant



# Marketing Strategy

- The logistics needed to achieve the marketing objectives
- Product, Price, Place, Promotion – how are each of these critical elements of the marketing mix affected by the threats and opportunities?



# Sales Strategies

- Steps to attract new customers . . .
  - How to distribute your brochure or capabilities statement
  - Website optimization



# Action Programs

- What will be done? (turning strategy or goals/objectives into action)
- Who is responsible for doing it?
- When will it be done?
- How much will it cost?

Matrix: Goal/Objective/Implementation/Timeline/Cost



# Controls

- Spreadsheets/graphs that monitor progress and spot products/services that are not meeting their goals
- Which marketing strategies are working and which ones are not (think repetition, not reach – think low or no cost first)



# Summary

- Put your plans in writing
- Attend our workshops
- Call for a one-on-one counseling session



# Please visit our website:

<http://www.sbdchelp.com>

Bill Hitte

Linda Craven

Maryland, Small Business Development Center

301-934-7583

[lindacr@csmd.edu](mailto:lindacr@csmd.edu)

