

FOR IMMEDIATE RELEASE

Contact: Ashley Dencsy  
Temple SBDC  
[Ashley.Dencsy@temple.edu](mailto:Ashley.Dencsy@temple.edu)  
215.204.3856

## **Temple University Small Business Development Center Offers Second Entrepreneurial Workshop for 2007-2008 Year**

PHILADELPHIA, Pa., Feb 6, 2008 – The next series in the Entrepreneurial Success Workshop Series will be held Wednesdays from February 20, 2008 until April 23, 2008. Classes are held at Temple University Small Business Center from 6:00 pm until 9:00 pm. For more information, or to register call 215-204-3856 or email [sbtrain@temple.edu](mailto:sbtrain@temple.edu).

Being an entrepreneur entails assuming the risk of entering into a business. Along the way to create a successful business lay many obstacles. The Temple Small Business Development Center (SBDC) understands the anxiety that some entrepreneurs may feel when beginning to create a business plan. To combat this apprehension, Temple SBDC is again offering its course for entrepreneurs, The Entrepreneurial Success Workshop Series (ESWS,) where students receive guidance and critique to create their own business plan.

The ESWS benefits start to mature businesses. Businesses just starting out will gain the tools needed to start on the right foot. Mature businesses will be able to improve upon or update their existing plans. Experienced instructors teach the course. They provide attendees with the tools and information needed to write a professional business plan.

The 10-week ESWS course consists of many workshops that are important for entrepreneurs. *The First Step: Pre Business* seminar will discuss how to set goals for

a startup business. The *Target Markets and Market Research* seminars will explain to whom to sell your business and through which venues to do so. The *Presenting the Plan* segment will show attendees how to effectively summarize and explain each section of their plan and how to prepare for questions asked about their proposal. These are only a few of the many topics covered in the workshop.

The Temple University Small Business Development Center (SBDC) is part of a network of university and college centers providing a wide range of services to small businesses. Established in 1983, the SBDC is part of the Temple University Fox School of Business and Management, ranked #1 in “Value for Money” among U.S. public-urban universities and the only U.S. school ranked in the top ten in all global categories by *Financial Times 2006*. For more information, please visit the Temple SBDC website at [www.temple.edu/sbdc](http://www.temple.edu/sbdc).

-###-