

## 2009 MSU PRODUCT CENTER

### **S.E. MICHIGAN AGRI-FOOD BUSINESS DEVELOPMENT COURSE**

**INSTRUCTOR:** Mike Score, Agricultural Innovation Counselor  
- MSU Product Center

**LOCATION:** Washtenaw MSU Extension Office  
705 N. Zeeb Road. Ann Arbor, Michigan 48107

**Course Description:** This course is designed for food, agriculture, and natural resource businesses. Participants will be able to complete a written business plan and develop a clear understanding of business feasibility.

**DATES:**

Jan. 7	6:00 pm	Business Ideas & Market Analysis
Jan. 14	6:00 pm	Target Customers & Sales Projections
Feb. 4	6:00 pm	Mission, Goals, & Objectives
Feb. 11	6:00 pm	Human Resources & Labor Costs
Feb. 18	6:00 pm	Sites, Accounting, & Insurance
Feb. 25	6:00 pm	Starting Finances & Direct Expenses
Mar. 4	6:00 pm	Sales, Marketing, & Overhead
Mar. 25	6:30 pm	Financial Projections

**Cost:** \$300.00 per Business. Checks made payable to MSU Extension

**Information:** Contact Mike Score. 517-403-1025. [score@msu.edu](mailto:score@msu.edu)

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