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Press Release

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Planning & Economic Development

For Immediate Release

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Free 10-week training program for entrepreneurs

Registration is now open for the next session of “FastTrac® New Venture Entrepreneurial Training.” This ten-week program is a practical, hands-on learning experience designed to help new and would-be entrepreneurs hone the skills they need to create, manage and grow a successful business.

FastTrac participants don’t just learn about business; they are encouraged to apply the concepts they learn to their existing businesses all under the watchful eye of a certified business consultant. Throughout the course, they receive guidance as they develop real-life tools for preparing their business for long-term success.

Debbie Heuchert, proprietress of Champagne Chocolates in downtown Mount Clemens, is a graduate of the program and offered the following, “This was an eye-opening experience. We now have lots of new ideas for marketing our products and the financial plan template is one of the best tools I have ever seen. Our business will benefit from using this now and in the future.”

Beth Moss of Michigan Chrome Shop, a Richmond-based store specializing in motorcycle accessories and service said, “I wish I had taken the class before we bought the business; we would have done things a lot differently from the very beginning.”

Featuring facilitator-led sessions, small-group exercises and guest speakers, participants work on critical business planning tools specific to their own business. Topics include market research and analysis, identifying a target market and marketing strategy, developing a business plan that commands the consideration of lending institutions, financial goal setting and more.

The class is sponsored by the Macomb County Department of Planning and Economic Development with support from the Michigan Small Business and Technology Development Center, U.S. Small Business Administration, Michigan State University and the Michigan Economic Development Corporation. The fee for the ten-week course is \$140 which is fully refundable for all participants who successfully complete the program.

Classes will be held on Mondays from 9 a.m. to 12:30 p.m. beginning September 12 at the Macomb-OU INCubator in Sterling Heights. The program runs through November 21.

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