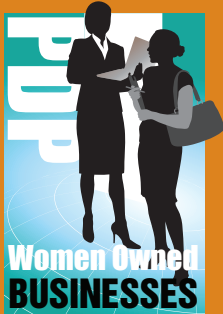


**Premier
Development
Program
(PDP)**

*For
Women Owned
Businesses*



MISSION

To provide educational opportunities and relationship building blocks for WBE's who have the potential to become successful and sustainable companies.



VISION

To increase the number of WBE companies who can compete, win and grow their business with corporations and government entities.

The Premier Development Program (PDP) is a six-month program for women business owners. The program includes various high powered training sessions which will arm business owners with dynamic skills and increase opportunities for success.

Enrollment is limited. Classes are scheduled in the spring of 2014.

Registration fee for the six-month PDP Program – \$250.00.

Key Elements of the PDP:

- Create a customized Business Plan for your company;
- Monitor progress against your Business Plan;
- Participate in high powered training sessions;
- Counseling under the directions of UGA Office of Minority Business Development
- All applications will be reviewed and approved by the PDP staff

Curriculum for the Premier Development Program (PDP) for WBE's

- I. The Business Planning Process: The Beauty of the One Page Business Plan
- II. The Financial Aspects of Growing Your Business
- III. Perfecting the Thirty Second Elevator Speech: Presentation Skills for the Entrepreneur
- IV. Understanding Your Market: Who are my customers? (Understanding the nature and value of marketing research using the internet and other tools)
- V. Doing Business with Large Corporations: Understanding Corporate Culture and the Supply Chain System
- VI. The Myths and Realities of Doing Business with the Federal Government and Prime Government Contractors: Are We prepared?
- VII. It's the Sum of the Parts: The Basics of Teaming Agreements, Joint Ventures and Strategic Alliances
- VIII. Selling In A Global Market Place: A Primer on Exporting Your Products

Class Time – 8:30 a.m. to 12:00 Noon
Classes will be held at Georgia Power

Premier Development Program is hosted by the University of Georgia Small Business Development Center Office of Minority Business Development, Greater Women's Business Council and The Edge Connection. Sponsored by Georgia Power.

For additional information regarding the Premier Development Program and to obtain an application form, visit www.georgiasbdc.org/PDP

