

# ADVISORY SERVICES

*Brought to You by Chamber of Eco Commerce*

## **Day 1 - Business Concept**

Prior to your arrival in Atlanta, we will review your business concept. We will research your feasibility study, business plan, your market, and your competition.

## **Day 2 - One-on-One Meeting**

We will spend the first day learning about You and Your Business. We will discuss your business plan, marketing plan, and financials.

## **Business Plan**

We will discuss your business plan, customers, target markets, products and services, IT needs, and collect key competitive information to support your business plan.

## **Marketing Plan**

We will discuss your marketing communication methods and tools to maximize your customer reach. The discussion covers pricing strategies, positioning, the difference between features and benefits, and different marketing strategies. Goal is to know how to outline your marketing strategy, test your marketing message, choose the right sales channel, and exercise your marketing strategy.

## **Financial Projections**

We will discuss your financials - review sales and prices, financial risks and rewards, true start-up costs, ongoing operating expenses, setting benchmarks for tracking progress and the organization of all your financial information. We use a hands-on approach, use our financial model to forecast sales revenue and build solid pro-forma financial forecasts.

## **Funding Sources and Next Steps**

We will discuss how to finance your business; sources of funds, accounting, credit, banking relations, ratio analysis, and monthly preparation and review of financial statements, how investors and bankers will assess the merits of your business plan and loan application - the tools necessary to decide whether or not you are ready to launch your business.

## **Day 3 - Meetings with PSPs**

You will meet our Preferred Service Providers (PSP). These highly qualified individuals, companies, or organizations, have been assessed and selected by our leadership team. They are valuable experts and leaders providing business support, competitive intelligence, know-how, resources, and contacts. These include but are not limited to: potential business partners and customers, accountants, attorneys, financial advisors, investors, tax experts, marketing professionals, media experts, technical support, engineers, public officials, civic representatives, suppliers, retailers, R&D providers, and other advocates.

## **Soft-Landing Services/ North America**

[http://www.chamberofecocommerce.com/images/Soft\\_Landing\\_Services\\_in\\_NA.pdf](http://www.chamberofecocommerce.com/images/Soft_Landing_Services_in_NA.pdf)