

# The Business of Running a Small Business

It is believed there are over 140,000 small businesses in South Australia, representing over 95% of all business.

This course covers the 6 most important things necessary to understand in order to run a successful and profitable business.

- **MARKETING**

*Connecting with and satisfying your most valuable asset, your customers*

- **PLANNING**

*If you don't know where you want to go, any road will take you there*

- **MONITORING AND REPORTING**

*Keeping an eye on what's happening and making sure that you are heading where you want to go*

- **WORKING WITH YOUR STAFF**

*The give and take of employing staff, how to find them and keep them, and how to get the best from them*

- **MANAGING YOUR TIME**

*One of the greatest problems for the small business owner, being effective rather than just being busy*

## ABOUT MIKE NORMAN

After 17 years in radio and television, Mike completed his management studies and went on to hold senior management and marketing positions in a variety of industries including hospitality, wine, leisure, importing and manufacture, franchised retailing and disability services.

In 1991, Mike established his own management and marketing consultancy and worked with small business, as a marketing consultant, a business adviser, a mentor and a business coach.

Mike has a postgraduate Certificate in Marketing and was among the first South Australian marketers to gain the status of Certified Practising Market (CPM) from the Australian Marketing Institute.

He has also completed all academic units of the International Business Counsellor Accreditation through APEC.



## COURSE DETAILS

|               |             |
|---------------|-------------|
| Murray Bridge | 27 March    |
| Kadina        | 10 April    |
| Port Pirie    | 11 April    |
| Clare         | 12 April    |
| Whyalla       | 16 May      |
| Barossa       | 5 June      |
| Port Lincoln  | 27 June     |
| Mount Barker  | 18 July     |
| Adelaide      | 15 August   |
| Kingscote     | 28 August   |
| Victor Harbor | 29 August   |
| Mount Gambier | 4 September |
| Port Augusta  | 11 October  |

## INVESTMENT

SATIC Member: \$190

Non Member: \$240

Incl. GST and a comprehensive workshop booklet

## TIME

9.00am—4.00pm

Incl. lunch and morning/afternoon tea

## TO SECURE YOUR SPOT

Please visit:

<http://www.mybookingmanager.com/>

[MNbusinessdevelopment](http://www.MNbusinessdevelopment.com)

*“A really well- planned and well executed presentation, engaging, informative and thoroughly relevant. Some key pointers on running a small business.”*

- Testimonial from the 2011 SA Tourism: Surviving & Thriving Conference

Please note: If minimum numbers are not met, you will receive notification of the cancelled event and receive a reimbursement of your payment. Please note that if you should cancel within 6 days of the scheduled course, you will not be refunded.

For more details, please contact Chloe Camilleri (SATIC Training and Events Coordinator) on 8110 0128 or [chloe@satic.com.au](mailto:chloe@satic.com.au).