

MANDELA PARTNERS FOOD BUSINESS PATHWAYS

	COMPLETE WORKSHOP OVERVIEW
	<p>You've thought it through and decided to launch your food-based business - congratulations! This workshop series is an introduction and overview of essential ideas and skills to build on what you've been developing for your business's benefit. We believe that having a clear business concept, solid understanding of your customer, confidence in your branding, goal setting and sound practices around your personal and business finances are essential. We look forward to witnessing you grow.</p>
	LEARNING TOOLS TO COMPLETE <ol style="list-style-type: none">1. Lean Business Plan Canvas2. ONE Customer persona/profile3. THREE priced items from your menu4. ONE Minimum Viable Product to test & sale5. ONE marketing materials based off customer persona6. Personal budget7. Business budget8. Token to complete Food Handlers/Managers test OR partial reimbursement of Good Agricultural Practice (GAP) Training

	WORKSHOP # 1 Building Your Business Idea
	<p>Start by taking the business vision and mission statements that you have in your head and get them down & build out your value proposition (ie what makes you unique).</p>

	WORKSHOP # 2 MARKET MIX - Customer, Trends & Competitors
	<p>Learn the three essential elements of a market analysis: recognizing trends that can affect your business, defining your customer, and knowing your competitors or possible collaborators.</p>

	WORKSHOP # 3 TALKING MONEY - Pricing Right
	<p>Dive into pricing and ensuring you are covering your expenses and becoming profitable.</p>

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	WORKSHOP # 4 TALKING MONEY - Goal Setting & Budgeting
	Draft your business and personal budgets and spend time goal setting.

	WORKSHOP # 5 SHINING ONLINE -Branding and Creating Connections
	iLearn how you can build a clear and appealing brand, and market your food-business. Also work past any jitters you may have about promoting your business online.

	WORKSHOP # 6 PITCH NIGHT - It's a Celebration
	Share your business pitch to your workshop peers and local business community.