

## **Introduction to Entrepreneurship - Trenton**

*Do you have what it takes to run a small business?*

**Wednesday, June 14, 2017 | 6:00pm - 8:00pm**

**YMCA of Trenton**

**431 Pennington Avenue, Trenton, NJ 08618**

***FREE***

**Starting a small business is a rewarding but risky proposition. Before you hang the “*Open for Business*” sign or get in too deep in your new venture, you should take an honest look at your preparedness to succeed.**

This free workshop, a preview of our upcoming six-week ***Entrepreneurship 101 course***, will guide you through the assessment process and introduce you to the tools you’ll need to start and grow your business. You’ll be better prepared to:

- Determine if you have the traits necessary to be a business owner
- Identify your strengths and weaknesses and how they fit with business ownership
- Assess the feasibility of your business idea within your targeted market
- Conduct market research, business planning, and financial projections



**Register today:**  
**[www.ucedc.com/events](http://www.ucedc.com/events)**  
**or call 908-527-1166**

*Brought to you by the small business experts  
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with the YMCA of Trenton.*