



GROW YOUR BUSINESS

GROW YOUR MARKET

The Australian Industry Group in collaboration with the Queensland Government and Edgware are delighted to invite you to a comprehensive free two-day workshop that will assist you to develop and implement an operational plan tailored to your business.

Are you a small or micro business in the Food and Beverage sector including, primary producers, manufacturers, distributors/transporters, restaurants/cafes, tourism/hospitality providers? Are you looking for support to get to the next level?

We are offering a free two-day intensive business mentoring package to assist micro and small business owners to prepare their own business plan. The workshop will also focus on marketing strategies for diversifying, finding new markets and/or growing existing ones.

The practical hands-on sessions, funded under the Queensland Government's Disaster Recovery Package, are limited to 16 participants in eight locations across QLD making early booking essential.

Participants will come away from the course with an operational plan specific to their business along with an accredited unit of competency from the National Tourism, Hospitality and Business package.

Delivered by the Ai Group in partnership with Edgware, an education and support system for ethical entrepreneurs and managers, this workshop is 100% subsidised by the Queensland Government.

Edgware specialises in delivering practical and highly flexible workshops that focus on education, business support, coaching and networking.

The workshop will help attendees to understand, develop and implement the following business development tools:

- Business segmentation
- PEST & SWOT Analysis
- Customer value
- Competitor analysis
- Attractiveness surveys
- Defining business objectives
- Establishing priorities
- Operational plans

Feedback from previous workshop:

"With the course opening our minds to opportunities and weaknesses within our business, equipping us with tools to address these issues has left us hungry to access other tools to aid our rebuilding and recovery after recent business-stopping events."

DATE AND VENUE

Two-day workshop

Tuesday 14 August
and Tuesday 21 August 2012

MUNDUBBERA

Mundubbera Community
Centre (MCDA)
69 Russell St
Mundubbera

REGISTRATION

8.30am for a 9.00am start

WORKSHOP

9.00am–4.30pm both days

FURTHER INFORMATION

Contact Emma Lamond,
Australian Industry Group
T: 07 3244 1727
E: emma.lamond@aigroup.asn.au

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COST Free

Ai GROUP MEMBERSHIP No.

(YOU DO NOT NEED TO BE A MEMBER TO ATTEND)

ATTENDEE 1

TITLE

FIRST NAME

SURNAME

COMPANY

JOB TITLE

ADDRESS

STATE

POSTCODE

EMAIL

TELEPHONE

FACSIMILE No.

ATTENDEE 2

TITLE

FIRST NAME

SURNAME

COMPANY

JOB TITLE

ADDRESS

STATE

POSTCODE

EMAIL

TELEPHONE

FACSIMILE No.

PLEASE FAX OR EMAIL REGISTRATION FORM TO

BRISBANE

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Australian Industry Group
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