

HI-PTAC and SCORE HAWAII  
present

# Strategic Business Planning Workshop for Small Businesses

ORGANIZED AND  
HOSTED BY:



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Advanced Registration  
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Too many people think strategic business planning is something meant only for big businesses, but it is equally applicable to small businesses.

Strategic business planning is matching the strengths of your business to available opportunities. To do this effectively, you need to collect, screen, and analyze information about the business environment. You also need to have a clear understanding of your business - its strengths and weaknesses - and develop a clear mission, goals, and objectives.

Acquiring this understanding often involves more work than expected. You must realistically assess the business you are convinced you know well.

In addition, strategic business planning has become more important to business owners, corporate directors & officers and investors because technology and competition have made the business environment less stable and less predictable. If you are to survive and prosper, you should take the time to identify the niches in which you are most likely to succeed, and to identify the resource demands that must be met.

**Date:** Friday, March 19, 2010  
**Time:** 1:00 pm to 3:00 pm  
**Location:** Office of Hawaiian Affairs, Suite 500

Advanced Registration Required for Attendance  
Email: [leticiao@oha.org](mailto:leticiao@oha.org) or Call 594-1752