

— Small Business —

Attention tribal business owners

Small Business Development would like to print a tribal member business directory. Let's encourage Grand Ronde tribal members to use services from their fellow tribal members.

If you want your business advertised in this directory please submit the following:

- ① Business Card with business name, address and phone number;
- ② Photo of Grand Ronde tribal member owners — include the names of business owners;
- ③ Any promotions or discounts offered to tribal members and/or community members.

Send materials to Shelley Hanson, Small Business Development, CTGR, 9615 Grand Ronde Road, Grand Ronde, OR 97347.

Also, on page 5 is a sample of already submitted advertisements. If your ad is listed without a photo, please send one as soon as possible — we hope to have this printed soon.

Computer Training

FEBRUARY — 1:30 to 3:30 p.m.

Intro to PC's and Beginning Word --
Tuesday, Feb. 20
Beginning Excel -- Thursday, Feb. 22
Intro to PC's and Beginning Windows --
Tuesday, Feb. 27
Intermediate Excel -- Thursday, Feb. 29

MARCH — 8:30 to 10:30 a.m.

Beginning Word -- Tuesday, March 5
Beginning Excel -- Thursday, March 7
Intro to PC's and Beginning Windows --
Tuesday, March 12
Intermediate Excel -- Thurs., March 14
Advanced Word -- Tuesday, March 19
Beginning Excel -- Thursday, March 21
Intro to PC's and Beginning Windows --
Tuesday, March 26
Beginning Word -- Thursday, March 28

Computer training classes are FREE to Grand Ronde tribal members and staff; \$10 fee for non-tribal members.

To make your reservation, please call Penny at 879-2476 or Sam at 879-2487 or 1-800-422-0232.

ONABEN Classes

Instructor: Shelley Hanson

PART I:

You and Your Business Idea, helps potential business owners understand the requirements of business success. — \$10 fee
March 6 and 13 — Salem
April 4 and 11 — Grand Ronde

PART II: (10 weeks)
Starting a Successful Business, helps avoid costly potential mistakes of business start-up. It provides the framework for successful business start-up by assisting students in writing a bankable business plan and training them to prepare a successful application for financing. — \$100 fee
Starting March 20 — Salem

Tribal members wishing to take ONABEN business classes may qualify to have tuition paid by Short Term Training Program obtained through the Education Department. For more information, please contact the Tribal Education Division at 879-2275.

Preview of a Business Plan

You have decided to start composition of your business plan. What is it supposed to look like? How should it be arranged? What should be included in each section. How long should it be?

Here are some basic principles of a business plan.

1. **There's no right way to organize and write a business plan.** Business plans may differ widely in content and organization. There are "canned" computer business plans available, but you should be careful. A business plan for a computer software company would vary greatly from a business plan for a coffee shop. Canned programs take the generic approach to ideas. Your plan must suit your business needs.
2. **You can be creative in the business plan's packaging and presentation.** Dressing up the appearance of your plan with marvelous graphics will enhance its selling effectiveness. Certain subjects, mainly financial results and projections, demand conformity with the tried and true.
3. **Keep the plan as concise and focused as possible.** The plan must be both complete and easy to read and understand. You may feel your business is so complex that a plan requires long sentences, buzz words, and many pages of explanation. This is not the case. It is essential to make the plan as accessible and easy to read if it is going to be of maximum use.
4. **Make sure the plan captures your company's energy and personality.** As much as possible, the business plan should capture a special outlook and sense of purpose. It should identify a special character that includes an excitement about and commitment to its markets and products or services, and more than just enthusiasm and confidence.
5. **Be sure to include negatives as well as positives.** It's natural when writing a business plan to talk about the great things the company does. To be credible, the plan must acknowledge and discuss the industry and company drawbacks that are a part of every business, no matter how successful.
6. **Write the business plan over a period of weeks.** Reflecting the many challenges and opportunities facing a business takes several weeks or even months. A word of caution, don't let the process drag on too long or the plan may never reach completion.

Here's an overview of the contents of the written plan. The titles of the subsequent sections can vary, but every plan should cover the subjects addressed in this overview:

- Cover Page.** On this page should go the name of your company, its address and telephone number, and the chief executive's name. Nothing will turn off a banker or investor faster than having to look up your telephone number in the telephone book because you left it off the cover page.
- Table of Contents.** This is a logical arrangement of the sections of your business plan, with page numbers.
- Executive Summary.** This is the heart of the business plan. It is the plan in miniature. It should be logical, clear, interesting and exciting. The executive summary should stand alone and a reader should be prompted to say, "So that's what these people are up to!"
- The Company.** The business plan must provide basic information about the company: its past, its present, and its future. There should be information about the company's history or, if it's a start-up, about the evolution of the market and product concept. What is the company's future strategy? What are its goals and what actions are required to achieve its goals?
- The Market.** This is your assessment of the customer group(s) you've targeted, others you might pursue, the competition, and marketing efforts so far. Is the market growing, how fast and do you possess evidence to back up your conclusions?
- The Product/Service.** Describe here what makes your product and/or service special and attractive. What are the components? How much do you charge? What services don't you provide? What kind of warranty do you offer?
- Sales and Promotion.** This is your plan of how you'll reach your customers and sell to them. Do you have an in-house sales force, direct mail, or contracted telemarketers to sell your product/service? What kind of public relations do you have planned? Will it be done internally or will you hire a public relations firm?
- Finances.** This sections should include cash-flow projections, profit and loss statements, and balance sheets. This figures should be cast in traditional accounting format.

How do you start writing?

1. **Begin mapping a table of contents.** Consider what subjects must be covered in your plan.
2. **Start to make notes under each subject of your contents.** Now, list the subject areas again, and make a few notes about issues you want to be sure to cover.

The process of writing a business plan is just that — a process. Scribbling notes, rearranging things, and adding points over a period of days or weeks is quite productive. Because, all of a sudden, you're writing!

Reprinted from the Guide to Creating a Successful Business Plan. By David E. Gumpert.

— Free Advertising — Free Listing —

Native American craftspersons are invited to receive a free listing in the fourth annual edition of the

Native American Crafts Directory

This directory is a comprehensive, nationally distributed guide to locating Native American fine arts and crafts, rugs and blankets, jewelry and silverwork, craft supplies, tipis, western clothing, furniture, southwestern home decor, leather goods, furs, books, audio, video, organizations and services, and much more.

It is published yearly, and contains over 1,000 listings. Price is \$8.95, plus \$1.50 shipping. Native Americans are invited to submit complete information for the next edition. Your listing and advertising is free of charge. We would like to include you in this issue.

Please provide the following information: 1. Name of business. 2. Your name. 3. Mailing address and/or business street address. 4. Telephone number. 5. Do you have a catalog, price list, brochure, flyer, cassette, or other advertising to send to your customers? (If so, list its price.) 6. In approximately 25 words or less, describe your art, crafts, products, services, or other business descriptions. (No prices.)

Send to: Spotted Horse Tribal Gifts

P.O. Box 869, Oakridge, OR 97463