

# Small Business Advisory Service

## Marketing

### Overview

The Small Business Advisory Service program offers one-to-one assistance and advice to businesses in the greater Mid-North Region. The program is managed by the Mid North Regional Development Board and is supported by Federal Government through funding from AusIndustry. Program delivery is by Rural Directions Pty Ltd, a Clare based consultancy.

### What are the benefits to my business?

There are many benefits from participating in this program, including:

- One on one professional advice
- Outcomes are tailored to your business
- Local service delivery – no need to travel to Adelaide and beyond
- Create a structured plan for future improvement
- Motivation and direction

### What will I have at the end of the program?

Improved knowledge and business skills and tailored document that relates to business planning with specific actions to assist your business move forward.

### Module Overview

Modules are designed to be flexible and tailored to individual needs. For example your marketing plan may focus solely on brand development. Or your session could be a facilitated Focus Group with your customers. Or developing a promotion strategy – *the options are endless.*

Module	Description	Cost
Marketing	Develop a marketing plan <ul style="list-style-type: none"> <li>• Explore the four P's of marketing for your product/s</li> <li>• Market research</li> <li>• Competitor analysis</li> <li>• Brand review and development</li> </ul>	<b>Business contribution 40%</b> <b>\$600 inc GST</b>  AusIndustry Subsidy 60% \$900 inc GST  Total cost \$1,500 inc GST
	Delivered in 2 sessions	

### Where will sessions be undertaken?

Sessions can be delivered at your premises or at a Rural Directions Pty Ltd office in Clare or Freeling, at a time suitable for your business. Funding allows one on-premise consultation, with the balance at a Rural Directions Pty Ltd office.

### How do I register?

Complete the registration form on the reverse of this document and forward to the Mid North Regional Development Board, 2/17 Lennon St, Clare, SA, 5453, fax: 8842 1275.

REGISTRATIONS MUST BE RECEIVED BY DECEMBER 18, 2009

### Want to know more? Then contact:

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 Mid North Regional Development Board  
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*The services provided by the Mid North Regional Development Board Inc. are partially funded by the Australian Government*



# Small Business Advisory Service

## Registration Form

<b>Trading Name</b>			
<b>ABN</b>			
<b>Participant Name/s:</b>			
<b>Postal Address:</b>			
<b>Site Address:</b>			
<b>Phone Number:</b>		<b>Mobile Number:</b>	
<b>Email Address:</b>			
<b>Credit Card Details</b>			

<b>Module/s:</b> Please tick desired module(s)	<b>Business Planning</b>	<input type="checkbox"/>	<b>\$600 inc. GST</b>
	<b>Marketing</b>	<input type="checkbox"/>	<b>\$600 inc. GST</b>
	<b>Debt Management</b>	<input type="checkbox"/>	<b>\$200 inc. GST</b>
	<b>Compliance</b>	<input type="checkbox"/>	<b>\$200 inc. GST</b>

Please note this form is a **registration form** for participation in the Small Business Advisory Service program. This program is managed by Mid North Regional Development Board (MNRDB) and delivered by Rural Directions Pty Ltd.

By completing and signing this form, I \_\_\_\_\_ (your name here), agree to the services outlined on the Product Sheet provided and understand that I will be sent an invoice / or credit card billed (please circle pref) for the program from MNRDB.

\_\_\_\_\_ (Sign here) \_\_\_\_\_ (Date)

**REGISTRATIONS MUST BE RECEIVED BY DECEMBER 18, 2009.**

Fax to Mid North Regional Development Board, Clare, Fax: 8842 1275.

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