

Release Date: February 3, 2009

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FOR IMMEDIATE RELEASE

SBDC at UCF Offers Business Strategies during a Down Economy to Small Businesses

Orlando, FL- The Small Business Development Center at UCF (SBDC at UCF) is hosting a two-day workshop entitled **“Business Strategies during a Down Economy”** on Wednesday, March 11, 8 am to 3:30 pm, and Thursday, March 12, 8 am to 3:30 pm, at the SBDC at UCF, located at the Disney Entrepreneur Center, 315 East Robinson Street, Suite 100, downtown Orlando.

The down-turn in the economy will result in the survival of the fittest among small businesses, making it more important than ever for businesses to develop and implement a strategic plan. Designed specifically for next-level growth businesses, this two-day workshop will focus on strategic planning, marketing and pricing, and the strategic considerations to make during the current economic recession. Part One, Strategic Planning, will be taught on Wednesday, March 11, by Bruce Barringer, PhD, College of Business Administration at UCF. Topics for Part One include strategic management process, analysis of external and internal environment, developing strategies and strategic direction, and how to create a plan of action and control. Part Two, Strategic Marketing, will be taught on Thursday, March 12, by Raj Echambadi, PhD, College of Business Administration at UCF. Topics for Part Two include developing a marketing strategy, building brand equity, benefits of marketing research and pricing strategies.

The two-day workshop is sponsored by Orange County Government and is part of the SBDC at UCF’s “For Next-Level Growth” workshop series. Registration fee for Orange County businesses is \$75 for the two-day workshop or \$50 for one day. Registration fee for businesses outside of Orange County is \$375 for the two-day workshop or \$225 for one day. Pre-registration is required and space is limited. Continental breakfast and lunch are included both days. To register or for more information visit www.sbdcorlando.com or call 407.420.4850.

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With its main office in Downtown Orlando, the SBDC at UCF is part of the Florida Small Business Development Center Network and provides business seminars and free one-on-one business consultation to small business owners. The SBDC at UCF serves an eight-county area that includes Brevard, Flagler, Lake, Orange, Osceola, Seminole, Sumter, and Volusia counties and maintains five satellite service centers. The SBDC at UCF is funded in part through a cooperative agreement with the U.S. Small Business Administration.

SBDC at UCF

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