

# Enterprise Training Programmes

## Accounting for Non Accountants

Understanding your Profit & Loss and Balance Sheet

Date: Thursday 15 October 2009  
Time: 5:45 pm – 9:00 pm  
Venue: Selwyn District Council, Rolleston Headquarters  
Cost: \$10 for a light meal (The course is fully funded by NZ Trade & Enterprise)  
Presenter: Geof Franks

A recent survey of small businesses revealed that 41% consider the financials to be the hardest part of running their business, and 19% admitted they put their financials into the “too hard” basket. Accounting for Non-Accountants is designed specifically for those who need to read their basic financial statements and improve their understanding of key accounting concepts.

By the end of this course you will be able to read your Profit & Loss Statement and Balance Sheet, and understand the common classifications and groupings within them.

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## Accomplishing Your Business Goals Through Planning

Date: Wednesday 4th November 2009  
Time: 5:45 pm - 9:00 pm  
Venue: Selwyn District Council, Rolleston Headquarters  
Cost: \$10 for a light meal (The course is fully funded by NZ Trade & Enterprise)  
Presenter: Mark Pfeifer

Would you ever consider building a house without a plan or travelling to a destination you had never been before without a map? For most people the answer would be no.

Your business is no different. Your plan will allow you to reach your financial goals and have more freedom in your personal time. Having a plan in your head isn't going to get you there. To evaluate alternatives, take action, and measure your progress, you need to have your plan on paper.

Content covered includes:

- Working “On the Business” rather than “In the Business”
- Reasons for the preparation of a business plan
- What is a business plan, what information is included in one

- The process of planning
- SWOT analysis (Strengths, Weaknesses, Opportunities and Threats)
- Adopting an approach which integrates planning, budgeting and monitoring
- How to implement the business plan



To register to attend these workshops please feel free to email or contact me in person on 03 347 2719 on Tuesdays or Thursdays. In my absence please feel free to speak with Joy Farrington on 347 2752 or email [joy.farrington@selwyn.govt.nz](mailto:joy.farrington@selwyn.govt.nz).

If you are aware of another business owner or operator who may benefit from any of these workshops please feel free to forward this information on to them.