



Fundamental **F.E.T.A.**

Food Entrepreneurship Training Academy



Intermediate Food Entrepreneurship Training Academy

Prepare a business plan to implement your Dream food business idea!

Assignment each week to plan your food business!

An Advisor assigned to each participant to guide!

Cash awards for top 3 business plan winners!

Register at <https://nc.ecenterdirect.com/events/51450>

Zoom Link for FETA Classes: [Intermediate FETA I](#)

Intermediate FETA Series Workshop Schedule:

Classes will be held Tuesdays, October 24, 2023 – January 9, 2024, from 6:00 to 8:00 PM

Course Number	Date	Days	Topic	Instructor	Title
1	10/24/2023	Tuesday	Business Legal and Ownership Structure and Taxation	Nancy Mangold	Executive Director East Bay SBDC
2	10/31/2023	Tuesday	Market Research, Competitor analysis, Target Markets and Customer Segments	Vincent McCoy	Community Development City of Berkeley
3	11/7/2023	Tuesday	Marketing Strategy – Brand Positioning, Pricing Models, Distribution Channels, Customer Acquisition Strategies	Sneha Lundia	Advisor, East Bay SBDC
4	11/14/2023	Tuesday	Marketing Food Business using Social Media and Website	Justyn Nieto	Advisor, East Bay SBDC
5	11/21/2023	Tuesday	POS System, Food Labels & Nutrition Facts	Nancy Mangold	Executive Director East Bay SBDC
6	11/28/2023	Tuesday	Marketplace, Farmers Markets, Commercial Kitchen	Nancy Mangold	Executive Director East Bay SBDC
7	12/5/2023	Tuesday	Financing Small or Start Up Business	John DeGaetano	Executive Director East Bay SBDC
8	12/12/2023	Tuesday	Pricing, Costing, Margins, Break Even Analysis, Budgeting for Food Business	Nancy Mangold	Executive Director East Bay SBDC
9	12/19/2023	Tuesday	Financial Plan - Project Profit and Loss Statement, Balance Sheet, and Cash Flows Statement	Nancy Mangold	Executive Director East Bay SBDC
10	1/9/2024 (In Person)	Tuesday	Business Plan Presentation, Awards, & Certificates	Nancy Mangold	Exec. Director, East Bay SBDC

