



# 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/51771>

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

### Intermediate FETA Series Workshop Schedule:

Classes will be held Tuesdays, April 2, 2024 – June 11, 2024, from 6:00 to 8:00 PM

Course Number	Date	Days	Topic	Instructor	Title
1	4/2/2024	Tuesday	Business Legal and Ownership Structure and Taxation	Nancy Mangold	Executive Director East Bay SBDC
2	4/9/2024	Tuesday	Market Research, Competitor analysis, Target Markets and Customer Segments	Vincent McCoy	Luvicent, Inc.
3	4/16/2024	Tuesday	Marketing Strategy – Brand Positioning, Pricing Models, Distribution Channels, Customer Acquisition Strategies	Sneha Lundia	Advisor East Bay SBDC
4	4/23/2024	Tuesday	Marketing Food Business using Social Media and Website	Justyn Nieto	Advisor East Bay SBDC
5	4/30/2024	Tuesday	POS System, Food Labels & Nutrition Facts	Nancy Mangold	Executive Director East Bay SBDC
6	5/7/2024	Tuesday	Marketplace, Farmers Markets, Commercial Kitchen	Nancy Mangold	Executive Director East Bay SBDC
7	5/14/2024	Tuesday	Financing Small or Start Up Business	John DeGaetano	Advisor East Bay SBDC
8	5/21/2024	Tuesday	Pricing, Costing, Margins, Break Even Analysis, Budgeting for Food Business	Nancy Mangold	Executive Director East Bay SBDC
9	5/28/2024	Tuesday	Financial Plan - Project Profit and Loss Statement, Balance Sheet, and Cash Flows Statement	Nancy Mangold	Executive Director East Bay SBDC
10	6/11/2024 (In Person)	Tuesday	Business Plan Presentation, Awards, & Certificates	Nancy Mangold	Exec. Director, East Bay SBDC

