



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/52858>

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

Intermediate FETA Series Workshop Schedule:

Classes will be held Tuesdays, November 5, 2024 – January 21, 2025, from 6:00 to 8:00 PM

Course Number	Date	Days	Topic	Instructor	Title
1	11/5/2024	Tuesday	Business Plans, Business Legal and Ownership Structure and Taxation	Nancy Mangold	Executive Director East Bay SBDC
2	11/12/2024	Tuesday	Market Research, Competitor Analysis, Target Markets and Customer Segments	Vincent McCoy	Comm. Dev. Proj. Coordinator, City of Berkeley
3	11/19/2024	Tuesday	Marketing Strategy – Positioning, Differentiation, & Distribution Strategies	Sneha Lundia	Advisor, East Bay SBDC
4	11/26/2024	Tuesday	Website, Social Media, and Email Marketing Tactics	Sneha Lundia	Advisor, East Bay SBDC
5	12/3/2024	Tuesday	Pricing, Costing, Break Even Analysis, Budgeting for Food Business	Nancy Mangold	Executive Director East Bay SBDC
6	12/10/2024	Tuesday	Financial Plan - Project Profit and Loss Statement, Balance Sheet, and Cash Flows Statement	Nancy Mangold	Executive Director East Bay SBDC
7	12/17/2024	Tuesday	Financing Small or Start Up Business	Invited Lenders	
8	1/7/2025	Tuesday	POS System, Food Labels & Nutrition Facts	Nancy Mangold	Executive Director East Bay SBDC
9	1/14/2025	Tuesday	Marketplace, Farmers Markets, Commercial Kitchen	Invited Guest Speakers	
10	1/21/2025 (In Person)	Tuesday	Business Plan Presentation, Awards, & Certificates	Nancy Mangold	Exec. Director, East Bay SBDC

