



Intermediate **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/52880>

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

Intermediate FETA Series Workshop Schedule:

Classes will be held Tuesdays, April 1, 2025 – June 10, 2025, from 6:00 to 8:00 PM

Course Number	Date	Days	Topic	Instructor	Title
1	4/1/2025	Tuesday	Business Legal and Ownership Structure and Taxation	Nancy Mangold	Executive Director East Bay SBDC
2	4/8/2025	Tuesday	Market Research, Competitor Analysis, Target Markets and Customer Segments	Vincent McCoy	Luvicent Inc.
3	4/15/2025	Tuesday	Marketing Strategy – Positioning, Differentiation, & Distribution Strategies	Sneha Lundia	Advisor East Bay SBDC
4	4/22/2025	Tuesday	Website, Social Media, and Email Marketing Tactics	Sneha Lundia	Advisor East Bay SBDC
5	4/29/2025	Tuesday	Pricing, Costing, Break Even Analysis, Budgeting for Food Business	Nancy Mangold	Executive Director East Bay SBDC
6	5/6/2025	Tuesday	Financial Plan - Project Profit and Loss Statement, Balance Sheet, and Cash Flows Statement	Nancy Mangold	Executive Director East Bay SBDC
7	5/13/2025	Tuesday	Financing Small or Start Up Business	Invited Lenders	
8	5/20/2025	Tuesday	POS System, Food Labels & Nutrition Facts	Nancy Mangold	Executive Director East Bay SBDC
9	5/27/2025	Tuesday	Marketplace, Farmers Markets, Commercial Kitchen	Invited Guests	
10	6/10/2025 (In Person)	Tuesday	Business Plan Presentation, Awards, & Certificates	Nancy Mangold	Exec. Director, East Bay SBDC

