Service to Small Business

**Business Assessment**
The BRC can assist a business with evaluation to identify strengths and weaknesses. Production costs, financial resources, employee capabilities, technology, and marketing are important aspects that are examined.

**Financial Analysis**
The Center can advise a business on how to assess their financial needs. Tools utilized can include return on investment, measuring profitability, and break-even analysis.

**Business Plan Assistance:** Research indicates that without a well thought out plan, 99% of new businesses fail. The BRC can direct a business to produce a business plan that thoroughly analyzes business opportunity, outlines marketing and promotion strategies, and assesses financial needs.