

Creating Wealth in the Latino Business Community

We specialize in bilingual, bicultural
entrepreneurial training for Hispanics

Our Objective are:

- ✓ Generation of self-employment by creating a new business
- ✓ Promotion of business growth by improving marketing methods and business performance
- ✓ Access to small business loans
- ✓ Better Employment opportunities / return to work
- ✓ Increase self-esteem on participants
- ✓ Increase job retention rate

Our Mission:

To educate and help
Spanish-speaking
Latinos reach their
full potential, both
on economic and
personal growth.





List of seminars offered in Spanish:

The **3-hour core seminars** listed here cover business information on taxes (we work with the IRS, EDD, Tax Board of Equalization, State Funds and other government agencies), how to use technology to have more productive businesses, how to obtain financing, Internet marketing, legal aspects of a business, customer service, human resources and methods of increasing participants' self-esteem.

Following you will find some of the series of seminars that we offer to business owners and entrepreneurs. These seminars are offered to the general public to complement specific business education and a recruiting tool for the 24-hour courses. We have developed very professional material in Spanish and we provide copies of these to participants. These seminars are given in Spanish and were created for a Latino for Latinos.

➤ Como Iniciar mi Empresa Exitosa (<i>How to Start a Successful Business</i>)
➤ Mercadotecnia Efectiva (<i>Effective Marketing</i>)
➤ Financiamiento para Pequeños Negocios (<i>Financing for Small Business</i>)
➤ Mercadotecnia Usando el Internet (<i>Internet Marketing</i>)
➤ Como Fortalecer su Negocio (<i>How to Strengthen your Business</i>)
➤ El Director Exitoso (<i>Successful Director/Owner</i>)
➤ Tecnologia en el Negocio (<i>Technology in Business</i>)
➤ Impuestos para Pequeños Negocios (<i>Taxes for Small Businesses</i>)
➤ Aspectos Legales de los Negocios (<i>Legal Aspects of Business</i>)
➤ Desarrollo Personal y Motivacion (<i>Personal Development and Motivation</i>)



“MI EMPRESA EXITOSA”
(My Successful Business)
CURRICULUM OF 24-HR COURSE IN SPANISH

The **24-hour course, “My Successful Business”** (Mi Empresa Exitosa), includes technical assistance covering the following areas: business readiness training; self assessment to determine the best business to start; feasibility projection; business plan development; introductory management classes; individualized strategic business planning; marketing and customer service; human resources; financial introduction; cash flow development and analysis; business management controls; legal aspects of a business; insurance; and licenses and permits.

Session 1 Introduction to Program, Motivation and How to Determine the Appropriate Type of Business to Start

- Why do people start up a business?
- The dream & the mind
- Exercises to determine business type

Session 2 The Entrepreneur and the Company

- Technician, manager, entrepreneur and inventor
- Characteristics of a successful entrepreneur
- What is a business?

Session 3 The Idea and the Feasibility Plan

- Why the idea makes sense
- Features and benefits, uniqueness
- What is a feasibility plan?

Session 4 Market Research and Analysis

- Market research techniques
- The competition: direct and indirect
- Pricing

Session 5 Marketing Plan

- Importance of marketing
- Internet marketing
- Advertising and promotions
- Customer services

Session 6 Management I

- Accounting: control
- Financial statements: how to read them
- Cash flow: capital needs

Session 7 Management II

- Financial statements: how to read them
- Cash flow: capital needs

Session 8 Financing

- Financing options: traditional and non-traditional
- How to prepare yourself to ask for financing





“CRECIENDO MI EMPRESA EXITOSA”
(Expanding My Successful Business)
CURRICULUM OF 24-HR COURSE IN SPANISH

The **24-hour course, “Expanding My Successful Business”** (Creciendo Mi Empresa Exitosa – CMEE), is an advanced program that helps established businesses to build, consolidate and expand their operations, so as to generate more jobs, increase sales and profits and pay taxes; when necessary, we also assist them in preparing their loan packages to obtain financing.

Session 1 The Director

- The role of the director and the owner
- Characteristics of the successful entrepreneur
- The business plan

Session 2 Market Research and Analysis

- Market research techniques
- The competition: direct and indirect
- Pricing
- Competitive advantage

Session 3 Marketing Plan & Cash Flow

- Effective advertising
- Internet marketing
- Headlines that sell
- Customer service
- Cash flow projections: capital needs

Session 4 Management

- Accounting: control
- Financial statements: how to read them

Session 5 Financing

- Financing options: traditional and non-traditional
- How to prepare yourself to ask for financing

Session 6 Insurance & Legal Aspects of a Business

- Insurance to protect your business
- Legal structures, partnerships and contract

Session 7 Human Resources

- Human resources
- Hiring process
- Documentation to avoid problems

Session 8 Leadership & Effective supervisor

- Leadership
- Effective supervisor





MUJER EMPRESARIA DESDE CASA
(Entrepreneurial Woman From Home)
CURRICULUM OF 12-HR COURSE IN SPANISH - MEDC

The 12-hour course, “**Entrepreneurial Woman From Home**” (Mujer Empresaria desde Casa) purpose is to help women to create extra income working from their home. It is designed to impart practical information on establishing a home business and focuses on self-assessment to determine the best business to start, where to find suppliers, how to market products or services, basic management ideas and necessary licenses and permits.

Session 1 Introduction to Program, Motivation and How to Determine the Appropriate Type of Business to Start

- ❑ Why do people start up a business?
- ❑ What is a business?
- ❑ The dream & the mind
- ❑ Exercises to determine business type

Session 2 Resources & Licenses and Permits

- ❑ How to research and find suppliers
- ❑ Licenses & permits

Session 3 Market Research & Marketing Plan

- ❑ Market research techniques
- ❑ The competition: direct and indirect
- ❑ Pricing
- ❑ Advertising and promotions
- ❑ Internet marketing
- ❑ Customer services

Session 4 Management & Taxes

- ❑ Management controls
- ❑ Cash flow: capital needs
- ❑ Introduction to business taxes



Start up Kit Mi Empresa Exitosa

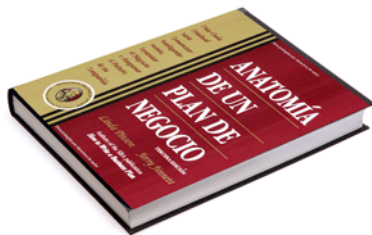
"MI EMPRESA EXITOSA" (My Successful Business) is a start-up kit in Spanish that Mr. Figueroa developed. This product is a unique program launched in September 1999. It includes such topics as: How to decide what type of business to start; Characteristics of successful entrepreneurs; Causes of business failure; The business plan; How to determine the amount of money you need to start up your business; Financial sources and how to prepare yourself to ask for a loan; Permits and licenses; and more.



It consists of six CDs (4 ½ hours); a workbook; a CD with spreadsheets, a marketing budget and other files and business articles; and a 30-minute DVD. The video features interviews with successful Latino entrepreneurs conducted by Amelia Machiavello, a well-known television reporter in Southern California. The kit is packaged in a professional-looking plastic album. The users of the kit have found it easy-to-use, informative, practical and motivational.

Business Plan Book

Anatomy of a Business Plan, now in its 19th year and 6th edition, has guided over 1,000,000 business owners smoothly through the business planning process. It has been used extensively for business education by universities, colleges, technical schools, SBA BIC Centers, and SBDCs. Anatomy of a Business Plan is equally appropriate for small businesses and large corporations. It is a favorite in almost every library throughout the U.S. and has been translated into Spanish, Chinese, Italian, and other languages for use in foreign countries.



- What's In the Book?
- Starting With an Exit Strategy
- What Lenders and Investors Look For
- Writing Your Executive Summary
- Organizational Planning
- Product-Market Analysis
- Multi-Channel Marketing Strategy
- Financial Document Development
- Financial Statement (Ratio) Analysis
- Tax Considerations
- Updating Your Plan
- Research Resources (online and offline)

Customer Service Book

This book, in Spanish, is an analysis and practical guide of how to treat people so that they want to stay with us, whether it is our partner, our children, our friends, our employees or customers hoping that they become "passionate clients".



The teachings described here can be applied in all areas of life, to any type of human relations. In this book we're going to utilize the term "client" indiscriminately to refer to the couple, children, friends, bosses, employees, workmates, fans and consumers. The reason is that we all have the same needs for respect, attention, love, belonging, prestige, etc., in different degrees, without it mattering if we are in a family, work-based or commercial relationship.

Binder with Hand-Outs



EDUARDO FIGUEROA
Business Consultant & Public Speaker
Hispanic Business Consultants



SUMMARY

Eduardo Figueroa is a dynamic public speaker and the author of various business articles published in Entrepreneur and ARITHAC magazines in Mexico and La Opinion newspaper in California. He has also done several business segments on television for UNIVISION and TELEMUNDO.

Over the last 15 years Mr. Figueroa has been doing entrepreneurial training, he has developed 16 seminars and conducted over 500 classes and workshops - with more than 19,000 attendees - on themes ranging from personal motivation to how to start a business, marketing, finance, accounting, and business plans. Mr. Figueroa is one of the few bilingual and bicultural entrepreneurial trainers dedicated to help Latinos to expand and to start businesses, through his project "Creating Wealth in the Hispanic Community".

His teaching style is practical and useful to participants in both their work and in their personal life. Mr. Figueroa likes to include motivation and self-esteem games and exercises in his trainings. Mr. Figueroa has gained the respect of participants and clients and has an excellent reputation as one of the most experienced bilingual trainers in Southern California.

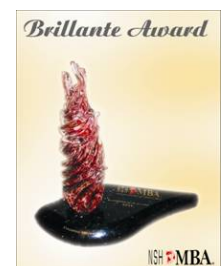
Eduardo Figueroa holds a Masters Degree in Business Administration from the Instituto Panamericano de Alta Dirección de Empresas and a Chemical Industrial Engineering Degree from the National Polytechnic Institute, both in Mexico City.

RELEVANT EXPERIENCE

- While working as a bilingual business consultant at the Small Business Development Center in Orange County, he assisted 2,000 clients on a one-on-one basis in individual consultations. He helped small business owners to prepare their business plans, resulting in over \$2,500,000.00 in SBA loans.
- To help educate the Latino community in Southern California, Eduardo has obtained various grants from the following organizations: \$90,000 from the Orange County Workforce Investment Board in 2000; \$45,000 from the WORKS Center in Santa Ana in 2001; \$75,000 (in conjunction with the Delhi Community Center) from the Empowerment Zone of Santa Ana in 2002-2003; and \$100,000 from Wells Fargo for 2004 – 2006, 2006 – 2008, and recently his partnership was again awarded for 2008 – 2010 WFB grant.
- He has presented his business courses and seminars through such organizations as the University of Southern California (USC), the Gary Center of La Habra, the Delhi Community Center in Santa Ana, the Inland Empire Small Business Development Center, Crystal Cathedral, Santa Ana W/O/R/K Center, Santa Ana College, Rancho Santiago College, Orange County Business Council, Orange Children and Parents Together, the Minority Business Development Center and various Hispanic Chambers of Commerce throughout Southern California.
- He helped create 12 business segments for TV Channel 52 "Telemundo" to inform and educate the community as to how to be successful in business. He has also done several business segments on television for UNIVISION.
- Eduardo gives back to the community by volunteering on different committees and he is a member of the Board of Directors of Santa Ana WORKS Center (WIB). He also presents free seminars to high school and college students.
- He is a member of: Hispanic Chamber of Commerce of Orange County, National Hispanic Business Women Association, National Society of Hispanics with MBA's, National Council La Raza, and National Latino Business Women Association, California Association of Micro-Enterprise Opportunities, Chamber of Latin-American Entrepreneurs and others.

AWARDS

Some honors include the following: "Ethics in America Award" by the Passkeys Foundation and Chapman University in June of 1999. The Orange County Hispanic Chamber of Commerce gave him a special "Education Award" in 2001, recognizing his work educating the Latino community. In October 2005, the National Society of Hispanics MBAs awarded Eduardo the "Brillante Award" as the National Entrepreneur of the year for his involvement in developing a better Latino Community. Eduardo was listed as one of the 50 Hispanic men more influential in Orange County. The Orange County President Council recognizes him at BIZCON2006, with the "Business Person of the Year Award", and also that year The Orange County Hispanic Chamber of Commerce awarded Eduardo as the member of the year at the "Estrella Award Dinner".



PUBLICATIONS

- "Mi Empresa Exitosa" (My Successful Company), a unique entrepreneurial home study course, in Spanish, consisting of 6 CDs, 1 workbook, 1 DVD with interviews, and a CD with relevant articles and financial statements
- Two 24-hr. courses: "Mi Empresa Exitosa y Creciendo Mi Empresa Exitosa" (My Successful Company and Expanding My Successful Company), divided into eight (3-hour) sessions, including handouts.
- "Todos Podemos Lograr Lo Que Queramos" (We Can All Get What We Want), a motivational CD (60 min.)
- More than 20 business and motivational articles published in various Spanish-language newspapers, including the business section of "La Opinion" newspaper, and in several magazines as such Entrepreneur Magazine in Mexico.
- He also self-published his new book in Spanish "¿Quién se llevó a mi cliente? (Who stole my client?).

Hispanic Business Consultants, Business Consulting & Seminars

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