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13 Nov 09 Header Image

Friday, 13 November 2009

9.00am to 12.30pm

**Can you answer these questions about your business?**

- What are your objectives and strategies for growth?
- What are your strengths and weaknesses?
- What are your competitive advantages?
- What are your market opportunities and threats?

Image of Brian Dickson

Facilitator

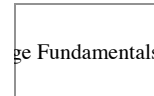
**If you can't answer these questions then you need this workshop.**

**This workshop will help you develop a business strategy that will:**

- maximise your strengths,
- minimise your weakness;
- identify your opportunities;
- keep you and the business focussed;
- leverage your advantages, and
- ensure you invest your time wisely.

Brian Dickson, Change Fundamentals' Principal Consultant, has over 20 years experience in developing successful business strategies for a range of business in a variety of industries.

Brian is also experienced in the development and implementation of change management strategies.



Change Fundamentals is a business management consultancy that assists businesses develop and enhance their strategic capabilities.

**ONLY 20 PLACES AVAILABLE SO BOOK SOON!**

"To become leaders in their market, businesses must realise they can not be all things to all people. They must concentrate their resources into one of three areas - operational excellence, product leadership or customer intimacy."  
Michael Treacy & Fred Weirsema

Without this focus a business is stuck in the middle and unlikely to be a success; without a clear business strategy and a focus on that strategy a business is unlikely to remain profitable or survive in the longer term, hence the reason that 80% of Start-up businesses fail in the first year.

**Your Investment**

- Members: \$80.00 (incl GST)
- Non-Members: \$90.00 (incl GST)
- Morning Tea & Light Lunch Included

RSVP by noon Tuesday  
10 November 2009

[Register Now >>](#)

**Location**

City of Melville  
10 Almondbury Road,  
Booragoon WA

[Link to Location Map >>](#)

View Your

Business In

MCCC Logo

This email was sent by the  
Melville Cockburn Chamber of Commerce  
Ground Floor 10 Almondbury Road Booragoon  
PO Box 36 Applecross WA 6953

Phone: (08) 9315 1533 - Fax: (08) 9315 1522

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it is not our intention to cause any inconvenience by sending mail;  
so please email us on [info@mccc.org.au](mailto:info@mccc.org.au) with a subject line of 'remove from mailing list'  
if you wish to receive no future information.