



**California
Construction
Contracting
Program**

www.buildcalifornia.org

Between October 1, 2007 and September 30, 2008, Caltrans anticipates receiving in excess of \$3 billion of federal transportation funding and \$3.5 billion in State funding. You are encouraged to attend and learn first-hand, from an expert team of training consultants, who intimately understand Caltrans and local agencies' bidding and award processes as current and former contractors and business owners.

The CCCP Module 4 Training Course curriculum covers professional services proposal preparation and understanding the award process, including informing participants of an available debriefing with the awarding agency if they are not successful in winning the contract award. The course outlines and objectives are attached for your review. Additionally, the instructor, Cheryl Johns was the former Contracts Manager for Metrolink and OCTA with substantial first hand experience in the selection and award processes.

Course 1: Business and Marketing Plans

The Objectives of this Course are for Participants to Understand:

- Setting and Focusing on Goals and Objectives
- Elements of a Business Plan – Basic Content
- Elements of a Marketing Plan – Basic Content
- How to Identify the Targeted Market, Competition, Strategy, Pricing, Etc.

Topics Covered Include:

- Goals and Objectives
- Business Plan
- Marketing Plan

Date

July 30, 2008

From 9:00 am to noon

Location

Point Loma Nazarene University-Mission Valley
4007 Camino del Rio South
Room 207
San Diego, CA 92108

Space is limited to 40 participants- Please reserve your spot today by calling the Small Business Development Center at 760-795-8740