



Profit Planning: **Positioning Your Firm For Growth** **Presented by Stephanie Ardrey, MAOM**



Saturday, March 10, 2007

10:00AM—1:00PM

**El Camino College
Small Business Development Ctr**



13430 Hawthorne Blvd.
Hawthorne, CA 90250 (free parking)
310-973-3177
www.southbaysbdc.org

HOSTED BY
EL CAMINO COLLEGE
SMALL BUSINESS DEVELOPMENT CENTER
IN PARTNERSHIP WITH THE ECC BUSINESS TRAINING CENTER

Profit Planning: Positioning Your Firm For Growth is designed for existing companies with an operating history of at least two years. You will create a SSWOT analysis of your firm to determine if new market opportunities exist for growth/expansion, evaluate the barriers to market entry, determine strategic approaches for entry, and explore other growth plans. You will also receive a one-on-one review of your analysis.

SBDC'S VISION

To become the #1 small business development resource for small businesses in the region.

SBDC'S MISSION

To enhance and promote economic development and growth for small businesses and entrepreneurs in the region by providing quality education, resources, training and counseling in an atmosphere that mentors and enables American Spirit and Entrepreneurship.

Workshop fee is \$25.00. To register, please call (310) 973-3177 or register online at www.southbaysbdc.org



The Small Business Development Centers are funded by the U.S. Small Business Administration, the California Community Colleges Economic & Workforce Development Program, and center host institutions. Funding is not an endorsement of any product, opinion, or service. All Federal and State funded programs are extended to the public on a nondiscriminatory basis. Special arrangements for individuals with disability will be made if requested in advance.



OVER





Stephanie D. Ardrey, MAOM

Speaker, Author, Trainer

International Business Consultant

With an over 20-year business history, Ms. Ardrey has launched and built several successful business ventures. Her first at the tender age of eighteen, where during her studies as a full-time college student, she landed a contract with the California State Library Association to form the Second Start Adult Literacy program in the Oakland Public Main Library. Ms. Ardrey decided early to build her career with both corporate and entrepreneurial experience, following her belief that it's quicker to learn from a category leader how to run and operate a successful business venture than to start from scratch. This strategy led her to gain valuable experience with major corporations in the fashion retail, manufacturing, hospitality, beverages and spirits, entertainment: music, film, and television, banking and financial services, and real estate acquisition, finance, construction and development industries.

Her firms have also done very well, The ArdreyGroup, Inc. a full service advertising/marketing communications firm created a financial base of \$250 million dollars with eight offices across seven states, and over 400 employees. Most recently, Ms. Ardrey, in the role of Director of Community Development, for Casden Properties LLC, was charged with leading the development of an over one-billion dollar development pipeline. This includes projects such as: Villa Azure, The Villas, Palazzo, and Palazzo East at Park LaBrea, and Palazzo Westwood, amongst others.

As a business consultant, Ms. Ardrey has formulated business incubators, detailed plans to create intrapreneurs, along with promoting economic development through entrepreneurship, while serving as an advisor and consultant to many cities, and economic development centers.

Ms. Ardrey holds a Master of Arts degree, Organizational Management with an emphasis on Leadership and a Bachelor of Arts degree, Liberal Studies both from Antioch University. She also holds advanced certificates in finance and real estate development from the University of Southern California.