

TowsonGlobal

Bridging Global Markets



At a Glance Information - August 2009

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- August 26, 2009 [Developing a Strategic Marketing Plan](#) (SBDC)
- September 2, 2009 [Federal Government 8\(a\) Certification](#) (SBDC)
- September 8, 2009 [Exporting 101](#) (SBDC) [Smart Start Your Business](#) (SBDC)
- September 22, 2009 [Nuts & Bolts of Starting and Planning Your Business](#) (SBDC)

Know Your Target Market

Wilson, Elizabeth, *Entrepreneur.com*. 06/19/2009

"When crafting your business plan or giving it an overhaul, it's critical to thoroughly understand your target customers. Understanding your target customers' demographics helps you determine exactly what your products or services will be, and what kind of customer service tactics work best."

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Think Twice About Being First To Market

Tozzi, John, *BusinessWeek*. 05/19/2009

Conventional wisdom says being first to market creates a competitive advantage. Reality is more complicated. Market opportunities are constantly opening and closing, and a hit idea at one point could be a dud a year earlier or a yawning "me too" business a year later. It's tough—likely impossible—to pinpoint the best moment to enter a market, but common sense dictates new entrepreneurs can improve their odds if they weigh how much they stand to gain or lose by waiting....

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TowsonGlobal, the Business Globalization Center, is Towson University's international incubator that helps both domestic and foreign entrepreneurial ventures learn how to compete in the global economy, both at home and abroad. TowsonGlobal provides businesses a wide range of support, including high-quality, affordable office facilities; business counseling; mentoring; networking assistance; workshops and other educational forums; and access to an active advisory board comprised of executives in technology, financial and legal services, logistics, manufacturing, contracting and venture capital fields.

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