



AIDN-NT Workshop

Sustainable Business Strategies



Would your business survive without Defence work?

Market development and diversification are two strategies which can be used to build a sustainable business that is not solely reliant on Defence. How do you, as a business owner or manager, identify new markets and sectors that are compatible with your internal core competencies and capabilities and from there, develop ways to market and develop your business to access these new market/sectors as a strategy to build a sustainable business.



With the current surge in the resources sector now is a good time to investigate and develop business strategies to capture a broader market for your products and skills ensuring a sustainable business model with room for growth.

AIDN-NT, supported by Enterprise Connect, is conducting a workshop aimed at assisting business owners to develop strategies to diversify and grow their business through the identification of niche and undeveloped capability within their business and to formulate a method to leverage that capability to grow the business.

Topics covered during the workshop will include:

- How to target markets
- Finding a niche
- Differentiate your business
- Getting off the price merry go round
- Generate loyalty from your customers



Workshop Facilitator

Chris Burke

Action Coach



Chris has been in business for close to 35 years in various capacities ranging from medical research, management, sales, IT, marketing, entrepreneur, developer, innovator and business owner. She has been involved in research projects such as hepatic and renal transplants; W2E pyrolytic converters; DIY flatpak, low cost, modular housing; duel fuel systems for mobile diesel engines; earth terminal development; finance for humanitarian aid projects; hot steel rolling mills; restaurants; wineries. Through her substantially varied career she has amassed a wealth of knowledge she now uses to guide other business owners to achieve business goals through her current role as a Business Coach.



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Location: Darwin – Thursday 09 February, 2012
Holiday Inn Esplanade
9.00 – 4.00pm

Includes: Complimentary Tea / Coffee on arrival
Lunch and Refreshments included



Event Enrolment

Registrations close Monday 06 February
Places are limited so register early to secure your attendance at this event

Please register the following delegates for this event:

Name/s: -----

Job Description: -----

Company Name: -----

Business Description: -----

Tel: ----- Fax: -----

Email: -----



Please Register by Monday, February 6 to training@aidnnt.com.au or fax to 8947 2944

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