

# Novi's Business Assistance Team

Helping small business with their challenges!



Helping small businesses grow and prosper is a major focus of the City of Novi's economic development plan.

Novi is dedicated to helping foster the region's economic base to improve the quality of life for its citizens and business community.

Novi's BAT team represent a wealth of knowledge from the private and public sector in order to help small business owners.

Volunteer team leaders may consist of the below representation:

- City of Novi
- Novi Chamber of Commerce
- Oakland County
- PNC Bank
- Service Corps of Retired Executives (SCORE)
- Small Business & Technology

The **mission** of the **Business Assistance Teams** (B.A.T.) is to identify small and medium sized businesses (that have been in business for a minimum of two years) within the Novi community that would benefit from the business and planning experience the team is able to offer.

The **goal** is to provide *knowledge, guidance, and useful tools* for these businesses to utilize in order to maintain and grow their business in an effective and efficient way. **There are no sales involved in this assistance.**

The specific types of assistance the team can offer, include:

- Sounding board for potential ideas
- Marketing, advertising, & public relations advice
- Networking
- Financing/loan options & resources

**NEW! Is your business new to Novi?** Businesses just starting out often have the same challenges. The Novi BAT now offers a group setting that includes other new businesses for the purpose of exchanging ideas, networking and assistance.



(photo by JOHN HEIDER | STAFF PHOTOGRAPHER—Novi News)

