Retail Webinar Series

AMERICA'S SBDC CALIFORNIA
NORTHERN CA NETWORK

Launching Your Dream
Wednesday, Aug 22nd
10 a.m. – 11 a.m.

Owning and operating a store remains one of the best opportunities, if you're intent on going into business for yourself. However, it is much more than simply leasing a space, adding products you like and the consumers flock. It is primarily about understanding your local target audience and most importantly, how to move product and manage staff. Click here to register.



Marketing Your Business
Wednesday, Aug 29th
10 a.m. – 11 a.m.

Developing a relationship with your customers is the key to building your retail business and most importantly, growing your revenue. This relationship is the essence of marketing. Learn the basics of developing a marketing plan for your retail venture. This class is targeted to start-up as well as established retailers. Click here to register.



Visual Merchandizing & Marketing Strategies
Wednesday, Sep 12th
10 a.m. – 11 a.m.

Visual merchandising encompasses the way that you present product to grab the customer's attention. Strategies to create effective visual marketing displays can help you maximize the impact of your retail floor space and your profitability. The class covers visual merchandising and how it is also tied to your marketing efforts. Click here to register.

REGISTER NOW

Visit: http://www.sanmateosbdc.org/
or Call 650-575-6402

Price: FREE!

Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Oscar Dominguez at 925-671-4570 or odominguez@ehsd.cccounty.us.

SBA U.S. Small Business Administration

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