



FREE RETAIL WORKSHOPS

Mini –series of 4 special workshops for merchant-entrepreneurs everywhere!

➤ Resolutions for Retail – 2011

Monday, Jan. 31 - 8:30 to 10:30am FREE

In a jam packed 2 hours you'll get an overview of basic brand identity, interior and exterior store design, great low-cost marketing, and best practices in customer service with our retail consultant / instructor. Do a comprehensive self-assessment, establish priorities, and implement DIY solutions

➤ Best Practices in Retail PRESENTATION

Monday, Feb.28 - 8:30 to 10:30am FREE

Learn how to improve the look, feel, and organization of your store and make the most of fixtures, cash wrap areas, lighting, traffic flow and signage. Get ideas on exterior & interior design and visual merchandising. Have a store? Bring pictures of your challenges for "on the spot" DIY recommendations from our retail consultant / instructor.

➤ Best Practices in Retail PROMOTION

Monday, Mar. 28 - 8:30 to 10:30am FREE

Market your store using promotional tools, targeted communications, free publicity and the social media tools that work best for retail. Included are take-home templates and detailed resources to get you started on a customer database, sending an e-blast, making a coupon, printing out flyers or postcards, conducting a customer survey or contest, enhancing your website and setting up a social media site -- all DIY!

➤ The BUSINESS of the Retail Business

Monday, Apr. 18 - 8:30 to 10:30am FREE

Learn about retail store operations, vendor, time and staff management and the basics of retail math including a business plan outline, cash flow, managing inventory and record keeping using simple and readily available tools and technology.

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To Register go to www.enterprisectr.org