



Redwood Empire
Small Business
Development Center
at Santa Rosa Junior College



The City of Santa Rosa's Downtown Program, the Santa Rosa Chamber of Commerce and the Small Business Development Center invite you to the

Retail Academy

The Retail Academy is a series of workshops designed for owners of small retail businesses. This series is presented especially for Downtown Santa Rosa business owners, managers, and employees. In these workshops you'll learn how to choose and price your product, and market, advertise and promote your store for business success!

Merchandising & Store Setup ~ Wednesday, June 4, 8am-11am

Exclusively for retailers, this workshop gives you insight into the customer's perception and motivations when coming into your store, in terms of layout and merchandising. How do customers flow through the business? Where should they stop? How close or far apart should your merchandise be? What's a good display? The class walks you through proven principles for retail sales.

Product Mix & Pricing ~ Wednesday, July 16, 8am-11am

This workshop covers the products you offer--your product mix--and how you set your pricing. You will learn to analyze your product offerings for depth and breadth so that you can make better, more effective product purchases. You'll also learn pricing theory and how to apply it to your products.

Marketing & Advertising ~ Wednesday, August 6, 8am-11am

This workshop goes through the basics of marketing and advertising. Does traditional advertising really work and when does it make sense? What other alternatives do you have for catching potential customers and bringing them into your store? And, the most forgotten aspect of marketing -- what happens once they're in the store? How do you keep them and get them to keep coming back, perhaps even tell friends?

Do-It-Yourself Public Relations ~ Wednesday, September 17, 8am-11am

Are you getting the publicity you want? "PR" is how you affect the image that others form of you or your business. It's what you can do to get positive publicity, to garner customer and general awareness and ultimately convert that awareness into action. Whether you own or manage a small business or are self-employed, this workshop is a key step to creating your company's brand and image. Tips for working with PR professionals will also be provided.

You may attend the entire Retail Academy series, or choose the workshops that interest you most.

LOCATION:

City Hall Annex ~ 90 Santa Rosa Avenue
Economic Development and Housing Department
(check in with Department receptionist)

Cost: \$15/workshop. Registration required as space is limited.

For more information, contact Autumn Buss at the City of Santa Rosa's Downtown Program, 707-543-4338 or abuss@srcity.org

www.srcity.org/downtown