

Retail 101: Launching your retail dream!



SMALL
BUSINESS
DEVELOPMENT
CENTER
SAN MATEO

**Thursday
March 16th**

6:00 p.m. – 6:30 p.m. buffet
6:30 p.m. – 9:30 p.m. seminar

**Pacifica Coastside Museum
1850 Francisco Street
Pacifica, CA 94044**

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 expecting the consumers to flock. It is primarily about understanding your local target audience and most importantly, how to move products and manage staff. This class is targeted to start-ups and established retailers.

Instructor: Paula Mattison Sierra is the Retail Marketing Business Advisor with the San Mateo Small Business Development Center. She consults with a variety of retail businesses both in San Mateo & Alameda County. Ms. Mattison Sierra is also the Marketing Director & Founder of Power Marketing SF, an off-site marketing department targeting small to mid-sized businesses. She has successfully launched 4 businesses for herself.



→ REGISTER NOW ←

Visit: [Register for this event](#) Call [650-574-6460]



Funded in part through a cooperative agreement with the U.S. Small Business Administration. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA or HSU Sponsored Programs Foundation.

Reasonable accommodations for persons with disabilities will be made, if requested at least one week in advance. Contact Samantha Vargas at (650) 574-6460 or vargassamantha@smccd.edu.

