

Retail 102: Marketing Your Business



SMALL
BUSINESS
DEVELOPMENT
CENTER
SAN MATEO

Thursday
March 30th

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

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.

Instructor: Paula MattisonSierra 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. MattisonSierra 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](#) or 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.

