



Neighborhood G.R.O.W.S.

Growing Retail Opportunities With Strategy

This Summer Learn the Skills to Launch Your Own Business!

This 4-week series combines the impact of an intensive business development and management series with the personalized attention and detail of one-on-one business counseling sessions to meet the needs of neighborhood-based retail businesses.

The retail industry is nothing short of a rollercoaster ride, but with the right planning you can be prepared to make educated decisions to remain competitive and profitable. While the core of a retail-based business does not change much from location to location, the neighborhood you open your business in does affect what you sell and how you sell it.

This training series presented by Northeast Shores Development Corporation and the Hispanic Business Center gives you the tools and expert knowledge needed to open or expand your business in the greater Collinwood community.

Trainings are free to all start-up and current businesses, but registration is required. For registration and additional information, call Jason Estremera at the Hispanic Business Center at 216-281-4422.

Funded By:



THE KRESGE FOUNDATION

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July 24, 2017
4pm-7pm

Session 1: Idea

- Program Overview
- City Resources
- Your Location & Neighborhood
- Your Products and/or Services
- The Business Plan

July 31, 2017
4pm-7pm

Session 2: Numbers

- Loan Applications - What do banks look for?
- Business Bookkeeping
- Pricing, Sales & Profit
- Funding Resources

August 7, 2017
4pm-7pm

Session 3: Marketing

- Creating your customer profile
- Niche & Value Proposition
- Retail Marketing & strategies
- Your Online Presence
- Branding

August 14, 2017
4pm-7pm

Session 4: Operations

- Business Law and Vendor Relationships
- Leases & Contracts
- Customer Experience
- Sales & Promotions

August 21, 2017
4pm-7pm

Special Session: Small Business Accounting

- Basic Accounting Concepts
- Financial Statements
- Record Keeping
- Charts of Accounts
- Business Banking

All Sessions are at the Northeast Shores Offices, Refreshments are provided

Northeast Shores Offices are located at 317 East 156th St.

Made in Collinwood unites, amplifies and centralizes the makers and artisan businesses of the greater Collinwood community in Cleveland, Ohio. The program is the newest offering of Northeast Shores Development Corporation, the 501(c)(3) non-profit working to make North Collinwood a better place for everyone to live, work and visit.

For more information, visit www.madeincollinwood.com or www.northeastshores.org.