



MARKETING & MARKET RESEARCH



In this seminar, participants focus on the importance of market research and target markets when developing a marketing plan.

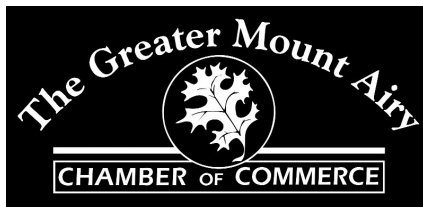
Learn how “Marketing Mix” decisions can be made using the 5 P’s of Marketing.

Participants identify target market segments and develop a marketing strategy for a sample business using SWOT analysis.



Plan to join us for these upcoming seminars!

- April 8—How to Start a Small Business
- April 15—How to Write a Business Plan
- April 29—How to Finance Your Small Business and Understand Business Financials
- May 6—Record Keeping and Taxes



**TUESDAY,
APRIL 22, 2014**

6:00—8:30PM

CENTER FOR PUBLIC SAFETY
1220 STATE STREET
MOUNT AIRY

This seminar is co-sponsored by the Greater Mount Airy Chamber of Commerce.

Visit their website at www.mtairyncchamber.org for information on how they can help make your business more successful!



Pre-registration required by contacting the Small Business Center at cobles@surry.edu or 336.386.3685.