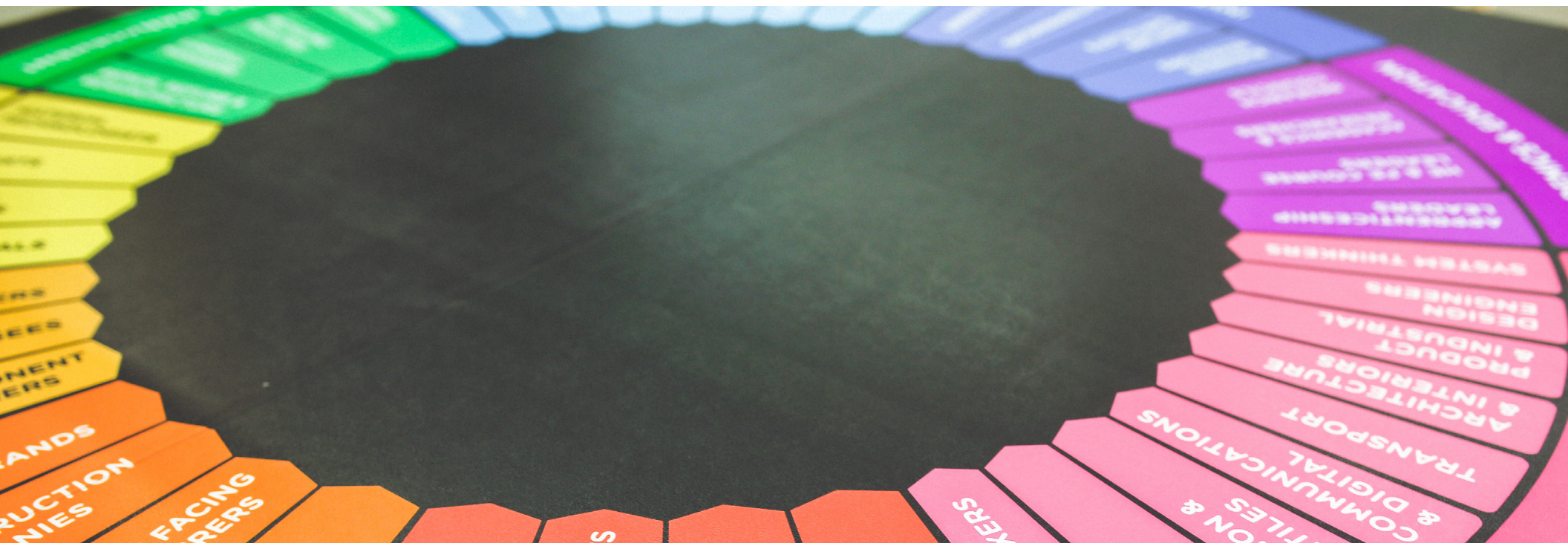
NORTH HUNTINGDON
CONNECTED

Small Business Development Series



Building a Marketing Plan

How do you attract customers to your business?

What's the right marketing mix for your business?

This program is designed for every business owner who is seeking to grow their business. Attendees will gain an understanding of the basic building blocks of a successful marketing plan.

Attendees will learn:

- Benefits of Conducting Market Research and Analysis
- Market Segmentation
- The Role of Demographic Analysis in Your Marketing Plan
- Determining the Right Marketing Mix
- And more…

Future sessions in this series will include: People Compliance in a World Full of Litigation and Export Essentials for New-to-Export Companies.

Co-Sponsored by:

Excela Health WORKS OCCUPATIONAL MEDICINE

S&T Bank MEMBER FDIC

March 22, 2017
4 - 7 pm

Excela Square at Norwin
South Entrance
Community Education Center
8775 Norwin Avenue
North Huntingdon, PA 15642

Cost: $20 for North Huntingdon Residents & Businesses

$45 per non-resident

(Checks, Visa, & MasterCard)

A light meal will be provided.

Pre-Registration Required.

REGISTRATION & MORE INFORMATION:

724-537-4572 or
sbdc@stvincent.edu

Funding support and resources are provided by the Commonwealth of Pennsylvania through a cooperative agreement with the U.S. Small Business Administration, and in part through support from Saint Vincent College. All services are extended to the public on a non-discriminatory basis. Special arrangement for persons with disabilities can be made by calling the Small Business Development Center at 724-537-4572. All opinions, conclusions or recommendations expressed are those of the author (s) and do not necessarily reflect the views of the SBA. SBDC services are not available to individuals or entities that have been debarred or suspended by the federal government. By agreeing to receive assistance from the SBDC you are self-certifying that you are not currently federally debarred or suspended and also agree to cease using SBDC services if you become federally debarred or suspended in the future.

SBDC PENNSYLVANIA
Small Business Development Center
Saint Vincent College
Helping businesses start, grow, and prosper.