

# KANDIYOHI COUNTY

## RETAIL BUSINESS DESIGN WORKSHOPS

### NEED HELP WITH YOUR BUSINESS?

A customized technical assistance program  
for **small retailers** in Kandiyohi County



10 week intensive-program designed to help you take your storefront to the next level.

Technical assistance program for area businesses with a series of 5 workshops launching in February.

Receive assistance from Industry Mentors, U of M students and retail coaches to help your business succeed.

Total cost of \$250

Scholarships available on an as-needed basis.

5 workshops and 5 coaching sessions covering retail management, inventory management, target marketing and social media marketing.



Flip over for Workshop details on back of flyer.

Info and registration:  
[kandiyohi.com/retail](http://kandiyohi.com/retail)





# WORKSHOPS & COACHING SESSIONS

Meet with other rural retailers and learn from industry experts



## INTRO TO RETAIL MANAGEMENT

February 6th | 8:00am - 9:30am | Bremer Bank

We'll discuss the current key issues and trends in rural retailing. Plus, an overview on the roles of store owners and managers.



Coaching Session | Feb 13th



## STORE LAYOUT AND VISUAL PRESENTATION

February 20th | 8:00am - 9:30am | Bremer Bank

Understand the basic methods and techniques used for merchandise layout. Recognize effective design principles for merchandise displays and learn the many factors that contribute to a successful store layout.



Coaching Session | Feb 27th



## INVENTORY MANAGEMENT

March 6th | 8:00am - 9:30am | Willmar Library

Learn diverse functions related to the tracking and management of stock.



Coaching Session | March 13th



## TARGET MARKETING

March 20th | 8:00am - 9:30am | Willmar Library

Study how demographics influence merchandising decisions and customer profiles. Find out how to determine which types of customers your store wants to attract and the type of experience those customers will expect.



Coaching Session | March 27th



## SOCIAL MEDIA MARKETING

April 3rd | 8:00am - 9:30am | WORKUP

Dive into how social media can help build your brand, grow your customer base and generate more foot traffic in your storefront.



Coaching Session | April 10th

Info and registration:  
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