



SCORE® is Teaming with IKEA to Host a Business Seminar  
Wednesday, July 15, 2009

**“Marketing Your Business”**

*“Nothing Really Happens in Business Until You Get Customers!”*

Reaching customers effectively and efficiently is critical to the success of your business. This hands-on workshop will help you develop or refine your marketing plan. The seminar is presented by SCORE and their Marketing Subject Matter Experts. These experts have practical experience at building and managing successful marketing strategies. The attendee will learn about these critical success factors to building an effective marketing plan:

- Description of Products and Services
- Defining the Market Area – Identification of customers
- Developing a Marketing Strategy
- Developing a Sales and Promotion Strategy
- Projection of Unit Sales Volume
- Establishing a Pricing Strategy - Converting to Sales Revenue
- Estimating Cost of Sales
- Managing Customer Relationships

Place: IKEA (next to the Mall of America)  
1900 Lindau Lane  
Bloomington, MN 55425

Time: 10:00am – 2:00pm Seminar  
12:00pm -12:30pm Lunch/Networking and Tour of IKEA Business Center (IKEA Lunch on your own)

Cost: \$40

Registration: Visit [www.score-mn.org](http://www.score-mn.org). Select “Small Business Workshops/Seminars”. Register early – Class size is limited.

