

## **FREE WORKSHOP: COMPETING WITH MASS MERCHANDISERS**

**You know the competition ...**

Mail Order   Factory Outlet Malls   Warehouse Clubs  
Specialty Retail Giants   Discount Stores

**And they are all here to stay ...**

Thousands of small businesses **Survive and Thrive** alongside the discount giants.

**YOU CAN TOO !!!**

**Learn Practical Tips on how to capitalize on the areas they leave open, such as:**

Marketing   Merchandising   Pricing  
Customer Service   Customer Relations

**Learn to Implement Change Immediately and with Limited Resources**

**Continental breakfast will be served.**

**Presented by:** Ruth C. Hughes, Director  
Wilkes University Small Business Development Center

**Hosted by:** Downtown Bloomsburg, Inc.

**Date:** Wednesday, July 16

**Time:** 7:45 AM – 9:45 AM

**Place:** Bloomsburg Regional Technology Center  
240 Market Street  
Lower Level Conference Room

Please call Barbara Heintz at 784-2522 to register.