



Thursday, November 30
6:00 p.m. – 9:00 p.m.
Wilkes Campus

How to Find Customers

Presenter: Nick Hawks

Market research isn't just for start-ups; it's an important ongoing process for every small business. Developing a focused and effective marketing plan requires up-to-date market analysis. Discover the variety of market research tools that give critical information about specific industries and customers. Get the data necessary to test the feasibility of a new business, as well as find the competition and the potential customers interested in the proposed product or service.

Want to register for this seminar? It's easy!

- 1 Go to www.wilkescc.edu/SBC.
- 2 Click on *Upcoming Seminars*.
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