



2014 Food and Farming Workshop Series

Presented by Allen Neighborhood Center

November/December Schedule of Events

All workshops are FREE, and held at Allen Market Place, 1629 E. Kalamazoo St. Lansing, MI 48912

RSVP's requested, please contact:

Neal Valley, Exchange Manager | 517.999.3923 or Exchange@AllenNeighborhoodCenter.org

Marketing Your Business – Practical Applications of Marketing Concepts to Grow your Small Business

Presented by Laurie Lonsdorf, Senior Business Consultant at Michigan Small Business Development Center

Friday, November 14th – 1:00 – 3:00 PM at Allen Market Place, 1629 E. Kalamazoo St. Lansing, MI 48912

This course presents practical applications of marketing concepts designed to grow small businesses. It covers basic marketing tools including market analysis and research, target marketing, assessing competitors, and key marketing implementation tools. A strategic, well-planned approach to marketing is demonstrated, with several examples of effective hands-on marketing techniques. Focus is on the business's customers - creating and keeping them.

Analyzing the Competition – Where do you fit in the Marketplace?

Presented by Kristine Ranger, Farmer and Educator at Knowledge Navigators

Friday, December 12th – 1:00 – 3:00 PM at Allen Market Place, 1629 E. Kalamazoo St. Lansing, MI 48912

As a small business owner, you need to know your business's market position before you can create an effective brand for your business or product. Determining that market position depends on 1) your unique attributes, 2) the market segment that you will serve, and 3) how your offering measures up to the competition. In this session, we will attempt to find your unique position in the marketplace by using business tools to analyze your competition and identify your competitive advantage.