

Press release for Buxton

Boost for Buxton businesses

In a series of free workshops for business owners, Shop Doctor Diane Jackson helped a wide range of businesses local to Buxton with practical help, ideas and advice on how to move their business forward.

The workshops covered different facets of retail marketing, including cost-effective advertising and promotions activity and how small businesses can also apply the customer psychology that retail giants use.

Owners came from shops selling chocolates, ice cream, clothing, cafés, lingerie, children's toys, jewellery, spectacles as well as an interior designer, a deli, a pet shop and a courier service! All 20 delegates felt their time with the Shop Doctor was well spent.

The workshops were delivered in an informal and relaxed way and time was given for networking *and* refreshments afterwards.

The Shop Doctor series is run by retail marketing specialist Diane Jackson, who is Managing Director of Main Marketing & PR Ltd. This and other retail survival and business growth programmes are run in many areas of the country as a very cost-effective solution for Project Officers or Regional Development Agencies who want to support the growth of new and established business in their area.

In an independent survey of delegates after the workshops, retailers felt inspired and motivated to implement changes to their business, which the Shop Doctor recommended.

The proof of the pudding

Kath Girling from the N'Ice cream parlour in nearby Bakewell said, "It was absolutely brilliant for me. The course helped me see my business in a new way – through the customer's eyes. Everyone thinks they're doing that until you have certain things pointed out to you, but you can do so much more. I wouldn't hesitate to recommend these workshops."

Julian Probets, in the early throes starting up his new business, was delighted to learn new terminology, new techniques – and how to apply them. "I'm a new business start up so the Shop Doctor really gave me ideas on how to move my business forward."

The programme, which is aimed at supporting local businesses and creating prosperous towns, is part of Derbyshire County Council's Market Towns Initiative. It is funded by the Derby and Derbyshire Economic Partnership (DDEP) so there is no charge for business owners to attend. The Buxton event was the fourth in a series of workshops held around many parts of Derbyshire during 2009.

More information is available from Diane Jackson on 0845 129 9948 or by email to shopdoctor@retailsurvival.co.uk.