

Think of chocolates.. of ice cream, clothing, cafés, lingerie, children's toys, jewellery, spectacles – and a courier service. **What do they have in common?**



How to move your business forward

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.

Julian Proberts, 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 you really gave me ideas on how to move my business forward."

Another new business owner **Sarah Wales, from the Eco Republic café in Buxton**. "We're new to retail so we felt it was time well spent. We have made some changes already to our shop layout, on how we promote certain lines - and we've lots planned for the future."

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, you can do so much more. I wouldn't hesitate to recommend these workshops."



The answer is that people from this wide range of businesses – and more – have all spent time with the Shop Doctor in Buxton!

Other business owners included an interior designer, a deli and a pet shop. And all 20 delegates felt their time with the Shop Doctor was well spent.

They all recently attended a series of workshops given by retail marketing specialist Diane Jackson in the Pavilion Gardens in Buxton. "Doctor Di" who is the Managing Director of Main Marketing & PR Limited, devised the programme local independent business owners from the popular series "Retail Survival" and "The Shop Doctors".

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

A real boost

David Barton from Buxton based DWB Couriers was most enthusiastic. "I was very impressed with the course and I really, really enjoyed it. I found it so helpful, even though we haven't got a shop. It's been a real boost to us. The first thing I've done is to re-structure my advertisements and I have to say they look an awful lot better. Image is a big issue to any business and although we thought ours was good, Diane highlighted things that we can and will improve on."

Maybe your Regional Development Agency could help fund a project like this in your area. For information about how other Project Officers have succeeded, or for practical advice and ideas on growing local businesses, contact Diane Jackson on 0845 129 9948 or Email her at shopdoctor@retailsurvival.co.uk