

Best Retail Practices Program



HELP your business to look its best

LEARN about innovative marketing tools

SHARPEN your operations

CITY OF CAMBRIDGE

Community Development Department Economic Development Division

Best Retail Practices Program reaches out to Cambridge retailers and restaurant owners seeking to improve their establishments' interior appearance, marketing, advertising, and operations. The Program's goal is to assist owners with technical and financial assistance, to build a stronger customer base and boost sales.

Best Retail Practices Program Success Stories

LOCAL RESTAURANT



Problem:

The owner wanted the service area and kitchen in the rear of the restaurant to be out of view of patrons dining in the front of the restaurant.



Solution:

Guided by the BRP consultants' schematic drawing of a shadow-box wall partition, owner used BRP grant to have a partition custom-built. She uses it as a focal point to proudly display her beautiful Ethiopian objects d'art.

LOCAL BUSINESS



Problem:

The owners wanted their reception desk to appear neat and uncluttered to their patrons.



Solution:

BRP consultants suggested that the owners have a custom wooden desk built for their specific needs, using the BRP grant to help pay for it. The owners are very pleased with the results.

A PROGRAM FOR FIRST TIME PARTICIPANTS - OFFERED EACH FALL

FREE Workshop

The Workshop is offered **FREE OF CHARGE** to all Cambridge retailers and restaurant owners. Expert retail consultants will share Best Practices in retail planning and design, marketing and advertising and operations management.



One-to-One In-Store Consultations

A smaller number of eligible businesses will receive visits from the consultants and get customized advice for improving store design, marketing and operations.



Grant Program

Matching grants are available to the retailers and restaurant owners who participate in the One-to-One In-Store Consultations and wish to make recommended improvements.



ADVANCED WORKSHOPS

Retail & Restaurant Management Best Practices

A consultant with extensive retail/restaurant management experience will share management strategies, discuss your particular management practices and provide practical advice.

Advanced Retail Marketing Best Practices

A retail marketing consultant will present up-to-date, multi-media marketing ideas to upgrade marketing strategies and will conduct in-class constructive critiques of real world marketing practices.

For more information, please contact:

Pardis Saffari, (617) 349-4564 or psaffari@cambridgema.us

Language interpretation services are also available.



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