

Marketing research workshop

North Lake Tahoe Chamber of Commerce and Plumas Bank in partnership with the Small Business Development Center of Greater Sacramento/Sierra are offering Marketing Research on April 10, 9am to noon at the Tahoe City Public Utility District Board Room, 221 Fairway Drive, Tahoe City.

The workshop is geared for existing and emerging business owners. Attendees will learn the overview of the “4-P’s” of marketing, demographic and psychographic data along with industry trends.

This workshop will be followed by a series of interactive SBDC sessions that will highlight Financial Projections (April 24) and Business Plan Components (May 8), which will discuss legal structure and operation.

The workshops are free for North Lake Tahoe Chamber of Commerce members, \$25/person for business association members and \$50/person for the general public.

To register or for more information about the workshop, call Kym Fabel at (530) 581.8764.