

FOR IMMEDIATE RELEASE

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Small businesses learn to respond to challenges

(Donna, TX) To help business owners prepare for business challenges, the Donna Economic Development Corporation (EDC) together with the UTPA Small Business Development Center present a no-cost workshop on March 19th from 12 pm to 2 pm at the Donna City Hall, located at 307 S 12th Street in Donna.

“11 Strategies for Small Business Success” teaches business owners key methods to better manage their companies in any environment through proper planning. The management, financial, and marketing aspects of a businesses to be covered includes: increasing promotional reach and targeting the right customer; improving customer service and responsiveness; monitoring competition; evaluating basic financials; leveraging technology; and motivating employees.

“Small businesses often face tough times. These strategies can help business owners overcome some of the typical challenges faced by start-ups and growing businesses. We invite small companies to attend this workshop and learn how to plan for versatility and responsiveness to business challenges in order to remain successful in the long-term,” encourages presenter Balde Morales, who is a Business Advisor with the UTPA SBDC.

Lunch is included but pre-registration is required to secure a seat. To pre-register for this seminar, please call the Donna EDC at (956) 373-6939.

The UTPA Small Business Development Center, partially funded by the US Small Business Administration and The University of Texas-Pan American, is a component of the UTPA Business Development & Innovation (BDI) Group and seeks to promote economic growth and business development in the Rio Grande Valley. It does so by offering confidential, one-on-one advisement, assistance in business planning, and business training on a variety of business topics. Its main office is located at the UTPA CESS Building, 1407 E. Freddy Gonzalez Drive, Suite 1.200, in Edinburg.

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Press Release Contact:
Esperanza P. Delgado
956/665-7537