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PRESS RELEASE

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FREE MARKET RESEARCH FOR BUSINESSES IN A TOUGH ECONOMY BEGINNING OCTOBER 2009

Weed / COS – The Center for Economic Development (CED), at California State University, Chico is announcing the launch of its “*Market Intelligence for Small Business*” program. In an effort to aid local economies around the north state, the Center for Economic Development, at California State University, Chico will be giving away a minimum of \$125 worth of free market research or trade area mapping to any small business or prospective small business owner in California. There is absolutely no commitment from the client for further paid work. If the business is referred through their local SBDC they may be eligible to receive as much as \$1,000 worth of free work to help put them in a position to make the best out of the slumping economy. Any work requested as part of the enrollment in the program that goes beyond the allotted free time will be given a \$50 per hour discount.

The CED can perform market/trade area mapping, and has access to local economic and demographic reports, competitor business information and lists, consumer counts, and much more. A business can use trade area mapping and economic reports to visualize where they are in relation to their current customers, potential customers, and their competitors. It can also give an estimate of how far a business would have to market to achieve a certain revenue level, or see the likelihood of a specific location meeting a revenue goal.

For more information about the “*Market Intelligence for Small Business Program*” please contact the Small Business Development Center hosted by Shasta College and College of the Siskiyous at (530)225-2770 or Michael Suplita at the Center for Economic Development by phone at (530) 898-4598, by email at msuplita@csuchico.edu or visit our website at www.cedcal.com.

Funding for this project is provided by the Federal Government through Northern California Workforce Innovation in Regional Economic Development (WIRED). The purpose of WIRED is to utilize local talent and resources to create sustainable jobs.

The Center for Economic Development is a non-profit affiliate of California State University, Chico. We are dedicated to the sustainable growth of the diverse northern California economies and their local businesses.