

Reading Economic
Development Committee

Best Retail Practices with Christine Moynihan

Individual Retail Consultations



Program Description

Best Retail Practices brings professional advice to independent retailers in the areas of store and restaurant design, layout and visual merchandising, customer service and both traditional and social media marketing.

Retail expert Christine Moynihan, who delivers the program, cofounded Best Retail Practices in 2002 for the City of Cambridge in response to the City's request to help retailers struggling in a difficult economy. She has since delivered her workshop to over 1000 business owners across the state and consulted with over 300 independent downtown businesses.

The Town of Reading's Economic Development Committee and Community Services Department invite all of the Town's retailers, restaurateurs and storefront business owners to apply to receive a "one-on-one in-store brainstorming and consultation session with Moynihan – at no cost to the business owner! These businesses will receive a written report with specific ideas and recommendations for improving their businesses now and for the future.

APPLICATION WITH DUE DATES IS ON PAGE 2.



If you wish to participate in the program contact Jessie Wilson, Staff Planner, to register or for more information.

jjwilson@ci.reading.ma.us
or 781-942-6648

Find us on the web at
[www.ci.reading.ma.us/
Pages/ReadingMA_
BComm/economic](http://www.ci.reading.ma.us/Pages/ReadingMA_BComm/economic)

Christine Moynihan is a former VP Retail Marketing for Clarks (footwear), co-founder of *Best Retail Practices* and principal of RetailVisioning, a consulting company focused on helping independent retailers be their very best.

Reading's Best Retail Practices Program is funded by the Downtown Improvement and Event Trust (DIET).



"Christine brings lots of DIY ideas for the business owner, and I hope all Reading businesses will take advantage of this opportunity!"

– Jean Delios
Town Planner
Town of Reading



Application for FREE one hour one-on-one small business consulting session

Retail businesses, Store-front service businesses, Restaurants

Please mail or drop off to:

Jessie Wilson, Staff Planner

BRP Free Consultation Reading Town Hall 16 Lowell Street, Reading, MA 01867-2685

Or email to jwilson@ci.reading.ma.us

Applications are due by 5pm Monday, July 1, 2013

Name of Business _____

Address _____ Phone _____

Owner / Manager _____ Employees: # FT _____ # PT _____

Website _____

Number of years in business at this address _____

Please answer the following 4 questions. Use an additional sheet of paper / page if necessary.

1. Current description of / positioning for business
2. Brief history of business (moved from other location, existing business acquired by new owner, family business now managed by new generation, new concept, owner had previous similar business, etc.)
3. Current challenges (consider physical plant / property, marketing, change in customer base / demographics, traffic, inventory mix, business / operations issues)
4. Commitment to the future. If you agree with the consultant's recommendations, are you committed to investing some time, energy and/ or resources to implement improvements that would help your business be the best it can be -- now and for the future?