

Dear Business Owner

## **LIVERPOOL ROAD SHOP DOCTOR SCHEME**

Salford City Council has joined forces with the Shop Doctor to offer support to businesses on Liverpool Road to improve their business performance. Businesses involved in the shop front improvement scheme have the opportunity of a FREE business consultation with the Shop Doctor in areas of marketing, window dressing, interior decoration, merchandising and customer services.

The Shop Doctor will visit businesses in the scheme on Thursday 3<sup>rd</sup> March and Friday 4<sup>th</sup> March 2011, and take photographs of both interior and exterior of the premises. Business will then be offered a FREE appointment for an advice session with the Shop Doctor to discuss how they wish to improve their business performance in terms of marketing, promotion, customer service, internal layout, product display or window dressing.

The Shop Doctor will be holding one to one advice sessions on Wednesday 20<sup>th</sup> April 2011 at Eccles Gateway and on Thursday 21<sup>st</sup> April 2011 at the Hamilton Davies House, 117c Liverpool Road, Cadishead. To book your free appointment please complete and return the attached booking form to the Shop Doctor by Friday 11<sup>th</sup> March 2011. Appointments for the sessions are available on a first-come, first-served basis. The Shop Doctor will phone you to arrange a suitable time for your appointment. Please note that there will be a fee charged for non-attendance once an appointment has been confirmed.

I hope that you take advantage of this opportunity to find out how you can improve your business operation and as a consequence encourage more customers to spend in the area and enhance the retail vitality of Liverpool Road.

Yours sincerely

*Nilima Misra*

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Senior Project Officer