

# Business Connect

Funded by the NSW Government



## Start, grow, adapt or run your small business

## Visual Merchandising Assessment - Campbelltown

### Monday to Friday

The Visual Merchandising Assessment is designed to identify actions that can be taken in store to attract, engage and motivate customer purchase.

During a visit to your store, the advisor will assess your store based on the 4 key areas and 5 key elements of Visual Merchandising and make recommendation.

A further follow up session can be arranged to action the recommendations and provide further assistance if needed.

Working with Alex Hawkins, Your Business Connect advisor, you can complete the 1 – 2 hr Visual Merchandising Assessment (free of charge, as part of the 8 hours advisory sessions allocated each financial year from Business Connect) to provide useful insights to support you prioritise the next steps for your business.

The Visual Merchandising Assessment is delivered in partnership with the **Campbelltown City Council**, Western Sydney Business Centre and NSW Business Connect.

The Visual Merchandising Assessment is open to **NEW** and **ESTABLISHED** businesses. These are one-on-one sessions in store.

You can reserve your spot by clicking on the link and registering for this assessment. [Book Visual Merchandising Assessment with Alex](#)

Alex will then get in touch to schedule in a time to meet you in store.

### More about your Business Connect Advisor, Alex Hawkins

Alex has over 25 years of extensive experience in retail, having held high profile positions in retail sales, procurement, marketing, sales and account management. Alex has worked with major Retail chains in Australia such as David Jones, Harvey Norman, JB Hi Fi, EB Games, BIG W and Kmart. Some of the major projects included opening stores, store layout and design, planogramming, fitting out and creating exciting visual displays.

Business Connect is a dedicated and personalised NSW Government program that provides trusted advice to help you start, run, adapt or grow your small business



Western Sydney Business Centre

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 [Click here to book online](#)

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BusinessConnect

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