



A new and exciting programme of FREE breakfast events for businesses and entrepreneurs in Streatham.

**How to turn your business into a creative,
profitable asset – recession or not!
1st July 2009, 8am – 10am
Guest Speaker: Raja Hireker, Marketing Consultant**

You are warmly invited to *Nineteen Restaurant & Bar* at 8am on 1st July for a complimentary breakfast, networking and a presentation by Raja Hireker, a leading south London marketing consultant who will be providing simple, innovative and creative twists to help your business flourish. Raja Hireker has built his career advising companies to focus on their biggest asset the customer, and why focusing on serving the customer, is fundamental to business success.

Over breakfast Raja will share his top tips on how to focus on your customer, how a little creativity instead of an injection of cash can stimulate and create business activity, and how to put it all into practice. Practical guidance will be given on:

- When and how to communicate with current and past customers
- The offers you create for your products and services
- The reasons why people come to your business rather than anyone else selling the same goods and services
- The kind of experience a customer has when in your place of business
- 'Creating promotional events that tie in to the monthly occasions on the calendar, or the 'news' of the day.
- Creative advertising and marketing that is fun and engaging – not boring and dull.

Following on from our first successful breakfast held at Chilli Chutney in June, this event is the second in a series of new and exciting Streatham Business Breakfasts specially organised by South London Business and funded by Lambeth Council for companies in Streatham. Events are being held in venues across Streatham; please book early to avoid disappointment.

When & Where:

Date: 1st July 2009

Time: 8am – 10am

Venue: Nineteen Restaurant & Bar

19 The High Parade, Streatham High Road,
London, SW16 1EX

**To book your FREE place or to find out about future events, please call
Julie on 020 8256 1287 or by emailing
events@southlondonbusiness.co.uk**



Streatham Business Breakfasts are managed by
South London Business on behalf of Lambeth Council.

