

RETAIL RESOURCES

What Are Retail Resources?

Every community has resources that support area entrepreneurs. The first step in growing a stronger support environment for entrepreneurs in your community is to identify and engage the resources already at work in your area. There are many kinds of resources. Retail resources are those that provide **direct assistance** to entrepreneurs. A key with retail resources is helping entrepreneurs create a network of **business service** providers that they can afford and work with throughout the life of their enterprise.

Based on our work in communities across North America, we have discovered many different kinds of retail resources including the following:

Business	Government	Non-Profits
Accountants & Book Keepers Attorneys Computer Stores Business Equipment Stores Office Supply Stores Business Coaches	Development Offices Regulators Libraries Loan Programs Community Colleges Regional Universities	Chambers of Commerce Development Corporations Family Assistance Programs Small Business Centers Incubators Higher Education Centers

The table above provides only a partial list of potential retail resources. Be creative as you think about the potential needs your entrepreneurs might have and who in your community might be in a position to deliver services. Remember that retail resources can be both public and private; think about the entrepreneurs in your community who might have a service to offer their peers. Not all of these people may be entrepreneur retail resources now but with some intent and hard work you can cultivate all these players in your community to become part of your system of support for entrepreneurs.

