



BIENVENIDO AL WEBINAR

Gracias por acompañarnos
Comenzaremos en un momento.

Tenga en cuenta:

su micrófono se silenciará y su video se apagará como asistente al seminario web. Si tiene preguntas, escriba Q / A. Si desea chatear, utilice el cuadro de chat.

Si tiene problemas de sonido, verifique si el volumen de su computadora está alto y si está conectado al audio de la computadora o del teléfono.

WWW.WESTCENTER.ORG



AYUDANDO A LAS COMUNIDADES A CRECER,
UNA PEQUEÑA EMPRESA A LA VEZ





ESTE WEBINAR NOS PROPORCIONA



“Financiado en parte a través de una subvención con la Oficina de Desarrollo Comercial y Económico del Gobernador”.

Financiado en parte a través de un acuerdo de cooperación con la Administración de Pequeñas Empresas de EE. UU. Todas las opiniones, conclusiones o recomendaciones expresadas pertenecen a los autores y no reflejan necesariamente los puntos de vista de la SBA o la Fundación de Programas Patrocinados por HSU.



ASESORAMIENTO PERSONALIZADO



CURSO TALLER Y SEMINARIOS WEB



SERVICIOS DE PREPARACIÓN DE PRÉSTAMOS



WWW.WESTCENTER.ORG



DESCARGO DE RESPONSABILIDAD

La información proporcionada en este seminario web y cualquier material complementario proporcionado a los inscritos tienen fines educativos e informativos únicamente y no constituyen asesoramiento financiero o legal profesional. Ningún solicitante de registro debe actuar o dejar de actuar sobre la base de cualquier material contenido en este seminario web sin obtener el asesoramiento financiero, legal o profesional adecuado para su situación. El Centro de Desarrollo de Pequeñas Empresas de Mendo-Lake, y su anfitrión, la Fundación de Programas Patrocinados por HSU, niegan específicamente cualquier responsabilidad, pérdida o riesgo, personal o de otro tipo, en el que se incurra como consecuencia, directa o indirectamente, del uso y la aplicación de cualquier de la información presentada en este webinar.



Mercadotecnia

- ▶ Definición: La mercadotecnia, también conocida por su nombre en inglés marketing, se refiere al conjunto de principios y prácticas que se implementan en torno a la comercialización de un producto, bien o servicio, con el objetivo de generar el aumento en su demanda



4 Ps de Mecadotecnia

- ▶ **P**roducto
- ▶ **P**romoción
- ▶ **P**laza
- ▶ **P**recio



Producto

- Un producto es más que sus atributos tangibles:
 - Diseño
 - Color
 - Garantía
 - Empaque
 - Marca
 - Características Físicas
 - Calidad
 - Servicio al Cliente
 - Reputación de la Empresa



Posicionamiento

- Se llama posicionamiento de un producto al lugar que ocupa en la mente de un consumidor.
- Es vital como se posiciona el producto/servicio para el éxito de la empresa
- Qué los hace diferente?



Posicionamiento de Productos

- Basado en la Competencia
 - McDonalds vs. Carl's Jr.
- Basado en los atributos del Producto
 - Volvo, Amazon Prime, Netflix, Red Box
- Basado en la Calidad del Producto
 - Alto: BMW, Nordstrom, Gucci
 - Bajo: Hometown Buffet, Wal-Mart, Grocery Outlet
- Basado en el Mercado Meta
 - Latinos, Baby Boomers, Niños, Mujeres, Doctores



Promoción

- 5 Tipos
 - Venta Personal
 - Publicidad
 - Promociones de Venta
 - Relaciones Públicas
 - Publicity
- Factores que influyen en la selección
 - Mercado Meta
 - Costo



Promoción – Ventas

- Proceso de Venta
 - Prospectar
 - Citas
 - Presentación
 - Servicio

Promoción - Publicidad

- ▶ Consumidor vs. Comercial
- ▶ Factores: Objetivo, Cobertura, Costo
- ▶ Tipos de Publicidad
 - Televisión – Cable, Aire, Internet. Puede ser caro pero efectivo dependiendo del mercado.
 - ◦ **Impreso**- Revistas, Flyers, Folletos, Tarjetas de Presentación
 - Correo – Cartas, Junk Mail (1% o menos de éxito)
 - Radio – Puede ser caro pero efectivo en ciertos mercados. Depende del mercado.
 - Anuncios en las calles – Billboards, bancas etc.
 - Artículos promocionales – plumas, juguetes, calendarios
 - ◦ **Internet** – Redes Sociales, Correo Electrónico, SEO



Promoción

Relaciones Públicas y Publicity

- Relaciones Públicas
 - Organizaciones Grandes
 - Relaciones con los Medios
 - Publicidad escondida
- Publicity
 - Trade Shows
 - Competencias
 - Artículos, Publicaciones etc.



Crear un Página de Internet

- Pasos:
 - El primer paso es escoger el nombre de la página. Piense en algo fácil que la gente pueda recordar o que represente el negocio. Que no sea largo, difícil de entender o escribir etc.
 - Revisar si ya está registrado: www.register.com
 - Plataformas que ofrecen páginas: www.shopify.com o www.godaddy.com o www.wix.com o www.templatemonster.com
 - Sea práctico– 5-7 Categorías
 - Web Host, Emails etc.



Redes Sociales

- Promover la compañía en Redes Sociales:
 - Facebook/Instagram
 - Email Campaigns
 - Twitter
 - YouTube
 - TikTok
 - Yelp
 - Groupon / LivingSocial
 - Google Ads / SEO
 - Location Aware Content and Services



Bianca Martin Jewelry
Jewelry/ Watches
Liked

WhatsApp

Bianca, Mariel, Belinda and 630 others like t...

Home Shop Reviews Photos

About [Suggest Edits](#)

<https://biancamartinjewelry.com/>

Typically replies within a few hours

11:55 88%

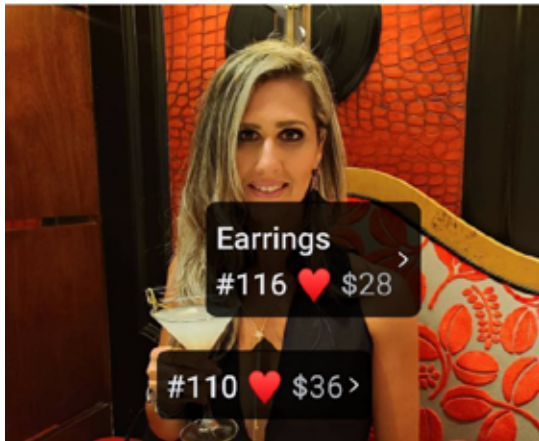
← Explore Bianca Martin Jewelry

Bianca Martin Jewelry · Follow

Monday at 1:06 PM ·

Cheers to Monday 🍷 New week, new opportunities 🌸

DM 📧 for Local Deliveries
🌐 Shipping 📦 Free Shipping on orders more than \$50. Wear now, pay later with afterpay 🙌



11:55 88%

11:55 88%

← Explore Bianca Martin Jewelry

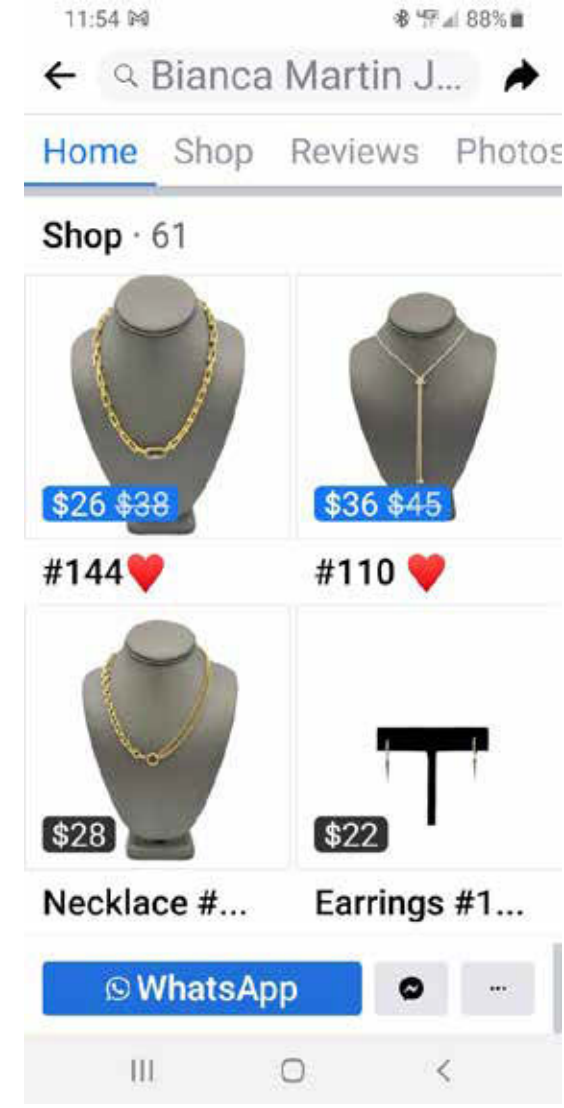
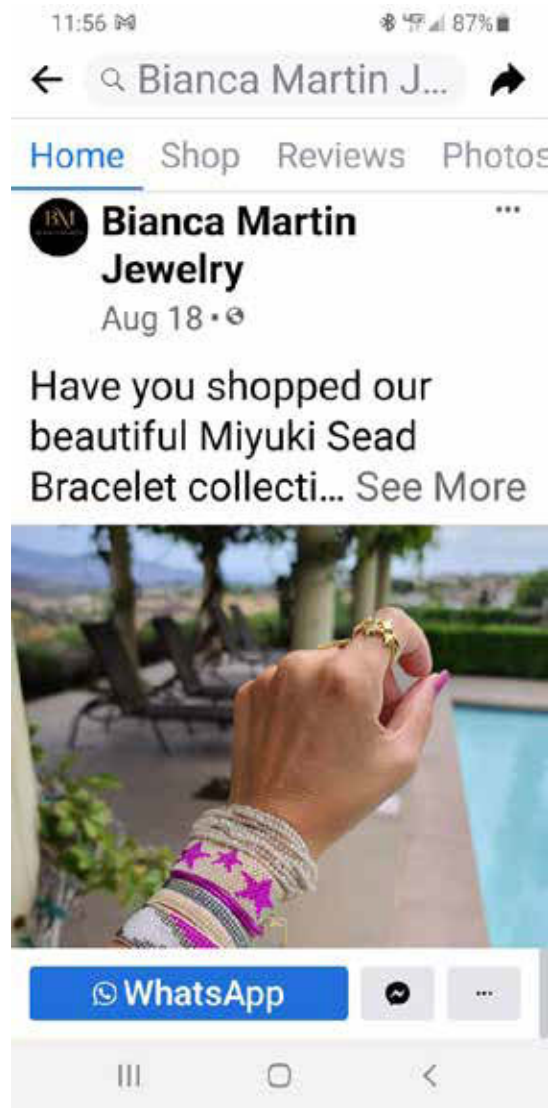


In This Photo

 #110 ❤️ \$36 \$45	 Earrings #116 ❤️ \$28
---	--

11:55 88%

Facebook - Bianca Martin Jewelry




Facebook - Bianca Martin Jewelry







11:52 89%

← **biancam...** 🔔 ⋮

 **67** **4,3...** **262**
Posts Follo... Follo...


Bianca Martin Jewelry
Inhale Fashion, Exhale Style
DM 📩 for Local Deliverie...
more
www.biancamartinjewelry.co...
Followed by **anel_vargas**,
tanomartin and **35 others**

Client ❤️ Bracele... Influen... Neckla... |

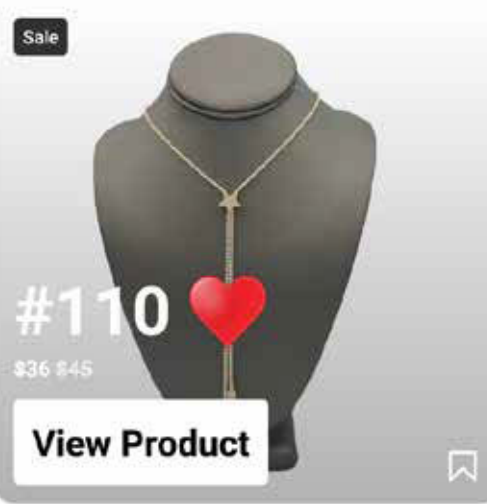
☰ ○ <

11:52 89%

←  **biancamarti...** 🛒 ☰


🔍 Search this shop

Sale



#110 ❤️
\$36 \$45

Shared by **biancamartinjewelry** [See All](#)




☰ ○ <

11:52 89%

← **biancam...** 🔔 ⋮

☰ 📷



☰ ○ <

Instagram -
@biancamartinjewelry



Tips para Facebook/Instagram

- Siempre hay que ofrecer un valor agregado
- Siempre es bueno hacer preguntas, que sea interactivo
- Poner información relevante a sus clientes
- Visual – poner fotos, videos etc.
- Poner promociones, cupones de vez en cuando
- Dar Premios, competencias etc.
- Hablar de los empleados
- Pero hay que tener cuidado de no poner mucho. Luego te esconden

Facebook Posts - Ejemplos

Page SETTINGS



👍❤️😮 230 18 Comments • 104 Shares

👍 Like 💬 Comment ➦ Share

15,207 people reached > Boost Post

🚩 📊 📧⁴ 🔔² 📁

Page SETTINGS

Come and check us out - New Management, New Menu, New Staff. Breakfast from 8am to 12pm.



👍❤️😮 407 74 Comments • 28 Shares

👍 Like 💬 Comment ➦ Share

11923 people reached Boost Again

🚩 📊 📧⁴ 🔔² 📁

Facebook Posts - Ejemplos

Page SETTINGS



Tacos & Tarros



344 24 Comments • 10 Shares

Like Comment Share

11734 people reached [Boost Again](#)

4 2

Page SETTINGS



Tacos & Tarros

474 44 Comments • 22 Shares

Like Comment Share

12430 people reached [Boost Again](#)

4 2

Facebook Posts - Ejemplos

Page SETTINGS



255 36 Comments • 32 Shares

Like Comment Share

12449 people reached [Boost Again](#)

4 2

Page SETTINGS

we have bottomless Mimosas & Bloody Marys for \$10. NEW Management, NEW Menu, NEW Staff!

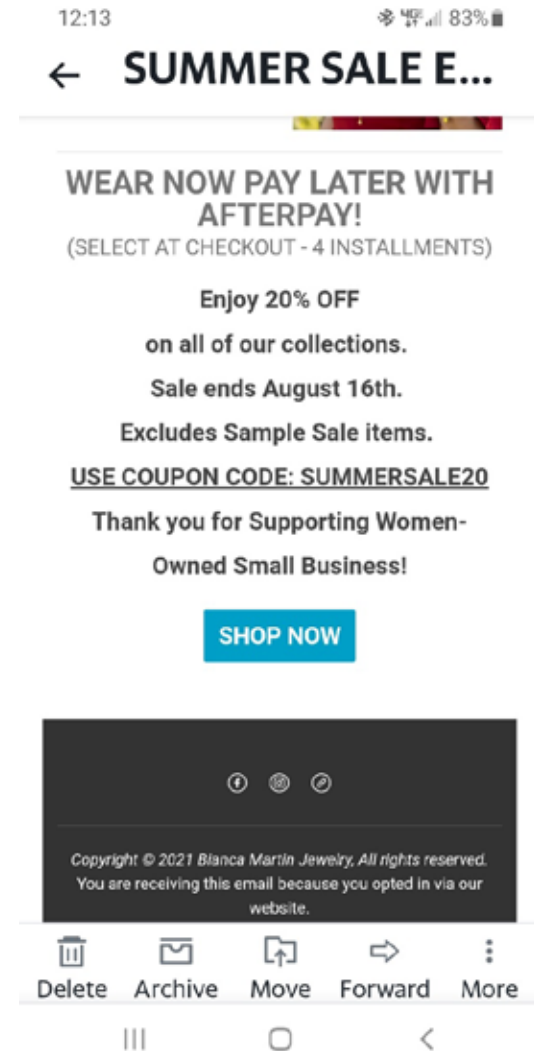


367 34 Comments • 11 Shares

Love Comment Share

10677 people reached [Boost Again](#)

4 2



Campañas por Email : mailchimp.com or constantcontact.com



YouTube community advantage program cdc

Search Browse Movies Upload Create Account Sign In

Community Advantage Loan Program

SmallBusinessFinance 11 videos [Subscribe](#)

[Like](#) [Add to](#) [Share](#) **78 views**

Uploaded by SmallBusinessFinance on Jul 19, 2011

An overview of the eligibility criteria for the new pilot SBA 7(a) loan program. The [Show more](#)

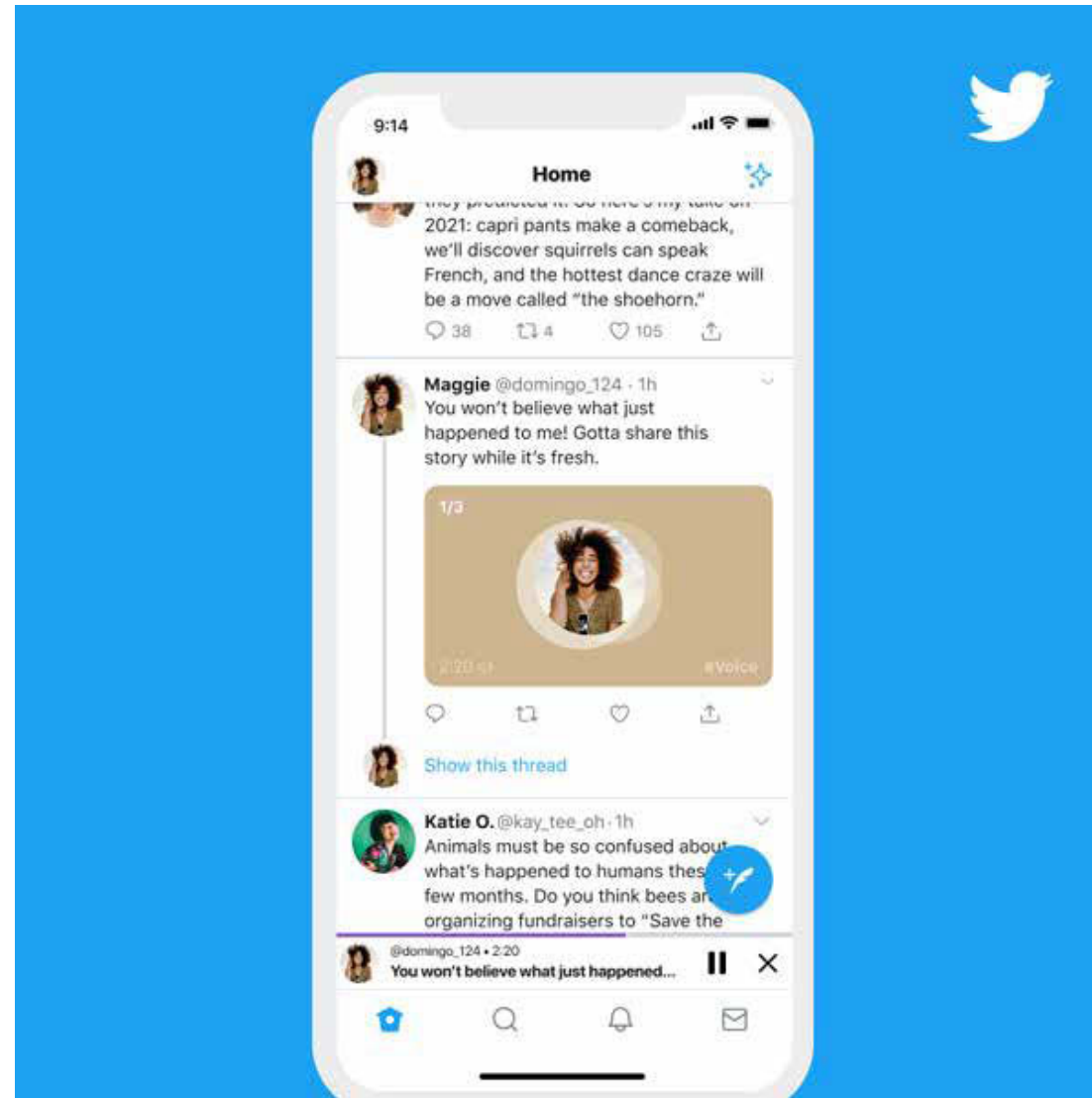
All Comments (0)

[Sign in](#) or [Sign Up](#) now to post a comment!

- SBA Micro Loan Program** by SmallBusinessFinance 146 views
- 7(a) Loan Program** by SmallBusinessFinance 34 views
- Banker's CDC Loan Program** by SmallBusinessFinance 10 views
- General Eligibility Criteria** by SmallBusinessFinance 41 views
- Frequently Asked Questions** by SmallBusinessFinance 40 views
- Small Bad Credit Loan | How To Get Fast Loan Wi...** by TheFinancialVideo 372 views
- Riding The Wave of Success with CDC Small Busin...** by SmallBusinessFinance 3 views
- New Business Loans-a Step Towards Better Future** by Star5444444 0 views

Internet | Protected Mode: Off 115%

YouTube - Infomativo



Twitter



LinkedIn Account Type: Basic Eddie Linderop Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More

San Diego BBB

Discussions Promotions Jobs Search More Share group Group rules

Groups in the LinkedIn app for iPhone and Android

Your membership is pending approval. You can adjust your settings here

What's Happening **NEW** Show all RSS discussions

Come as My Guest to this Workshop - 4 days ago
Click links below for all the good details.

5 Star Workshop "6 Keys to Manage Your Time and Get Focused"

Like Comment Flag More

Most Popular Discussions

Is your smart phone protected from viruses and malware? Read this week's consumer alert for tips on staying safe → <http://bit.ly/plcaX1>
posted 10 days ago

Tom Hanes 3 days ago • Tom likes this.

See more

What do you think about the new Nokia smartphones? Are they worth all of this attention or no?
If you are wondering what the new phones are all about, we break it down for you here—
<http://bit.ly/p0q09u>

Manager's Choice

Your San Diego BBB wants to make you a winner!
Rachel Newman See all

Latest Updates

Mark Drake started a discussion:
Just 22 days left to Win A Website!
Don't forget to sign up here:
<http://www.websiteservice4all.com/free-website-contest/>
Like • Add comment • 1 hour ago

Michael Zamudio, Erica Cassel M.A. and Loren Condron have joined the group
2 hours ago

Rachel Newman started a discussion:
Are you looking for marketing ideas that will have consumers breaking down your door without breaking the bank? Yeah? Then we have a few tips you should consider—
<http://bit.ly/qz2D.in>
Like • Add comment • 4 hours ago

See all updates

LinkedIn Polls

Internet | Protected Mode: Off 115%

LinkedIn – Profesional



Friends' Activity Sign Up for Yelp Log In

yelp Search for (e.g. taco, cheap dinner, Max's) Near (Address, Neighborhood, City, State or Zip) **san diego, CA** Search

Welcome About Me Write a Review **Find Reviews** Invite Friends Messaging Talk Events Member Search

Tacos El Gordo

5.0 (184) Rating Details

Category: Mexican grill
689 H St
(between Del Rey Blvd & Kernel Pl)
Chula Vista, CA 91910
Neighborhood: Chula Vista
(619) 691-8848

Hours: Mon-Thu, Sun 10 am - 12 am
Fri-Sat 10 am - 4 am
Good for Kids: Yes
Accepts Credit Cards: Yes
Parking: Private Lot
Attire: Casual
Good for Groups: Yes

Price Range: \$
Takes Reservations: No
Delivery: No
Take-out: Yes
Water Service: No
Outdoor Seating: Yes
Wi-Fi: No
Good For: Late Night, Lunch, Dinner

Alcohol: No
Noise Level: Average
Ambience: Casual
Has TV: No
Caters: No
Wheelchair Accessible: Yes

Edit Business Info Work Here? Imbce This Business Page First to Review Bart C.

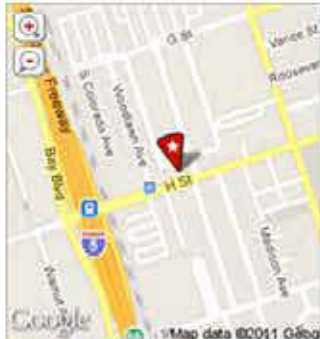
Send to Friend Bookmark Send to Phone Write a Review

La Querencia 4.0 (12) reviews Yelp Ad
About This Business
Fresh-made corn tortillas, among everything from Guajolotes, Nopales and many other exquisite choices on the menu are the specialty of this eatery, which showcases their handy-work... read more

528 English reviews for Tacos El Gordo

Reviews Matching: tacos Search Reviews

Review Highlights What's this?



View Larger Map/Directions

Browse Nearby: Restaurants | Nightlife | Shopping | Movies | All

Deals Nearby

- \$10 for \$20 Certificate
Romeco Baja Med Bistro
Bonita, CA
- \$20 for \$40 Certificate
Tropicafe
Chula Vista, CA

People Who Viewed This Also Viewed...

- Tacos El Gordo 3
5.0 (184) reviews
Neighborhood: National City
- Las Cuatro Milpas
4.5 (455) reviews
Neighborhood: Barrio Logan

Internet | Protected Mode: Off 115%

Yelp - Reviews



School Year Begins

Smoking and Lame Students →

110 Responses to *Culinary School Here I Come (52) Classes, A Practical and Catering my Sister's Wedding...Even the Cake!*



[Savory Simple](#) says:

September 5, 2011 at 11:42 am

👍 2 🗨️ 0 🔄 Rate This

I remember making those herbed potato garnishes! It was so rewarding to see beautiful results after working so hard every day. Keep up the good work!

[Reply](#)



[tinfoilduck](#) says:

September 5, 2011 at 12:37 pm

👍 0 🗨️ 0 🔄 Rate This

Yes, it did look pretty cool. I wasn't able to get a shot but I will if I get to do it again. Thanks for reading!

[Reply](#)



[Rufus' Food and Spirits Guide](#) says:

September 30, 2011 at 8:05 am

👍 0 🗨️ 0 🔄 Rate This

That was so fun seeing all the creations and living vicariously through you a bit. I don't know that I'd enjoy cooking on that large a scale, but some of the classes

[Follow](#)

Done

Internet | Protected Mode: Off



115%

Blogs - Wordpress.com



Google My Business



EXTRA 20% OFF THINGS TO DO · SPAS · RESTAURANTS · MORE **2 DAYS ONLY** USE CODE **FUN20** **SHOP NOW**

Sushi and Japanese Food at Nori Sushi Wicker Park (Up to 40% Off Sushi)

Nori Sushi Wicker Park · Wicker Park (2.3 miles)
★★★★★ 2966 Ratings



\$50 Groupon toward dine-in at Nori Sushi Wicker Park
\$50 **\$30**
Over 1,000 bought **40% off**

\$30 Groupon toward carryout at Nori Sushi Wicker Park
\$30 **\$19**
Over 1,000 bought **37% off**

Buy

Give as a Gift

Limited Time Remaining! 20+ bought today 2966 Ratings

Groupon.com – Cupones



The screenshot shows the LivingSocial website interface. At the top left is the LivingSocial logo. Below it is a navigation menu for the San Diego area, including options for 'today's deal', 'families', 'escapes', 'adventures', 'instant deals', 'how it works', and 'more cities'. The main content area features a 'today's deal' for Prana Yoga Center, offering 'One Month of Unlimited Yoga Classes' for \$49. The deal is highlighted as a 67% savings, with 55 items purchased and 2 days remaining. A 'buy now!' button is prominent. Below the price, there is a 'send us a gift' option. A paragraph of text describes the deal, mentioning a 'sneaking suspicion' about the human body's ability to perform feats. Social sharing options for Facebook (6 shares), Twitter (2 tweets), and email are visible. A 'Want it for free?' section explains a referral program. The 'location' section provides the address: 1041 Silverado Street, La Jolla, CA 92037, with a phone number and a 'get directions' link. The 'the fine print' section lists terms and conditions, including a deadline of April 26, 2012. At the bottom, there is a 'nearby deals' section featuring 'Thrive Photography' and 'PhotoBin'. The browser's address bar shows 'Internet | Protected Mode: Off' and the page is zoomed to 115%.

LivingSocial.com



SEO y Google Ads

- Promoviendo su Website:
 - Search Engine Optimization (SEO) es el proceso de editar y organizar el contenido de su página de internet con el objetivo de ser más relevante en una búsqueda de Google o alguno otro como Yahoo.
 - Pay Per Click – Si no se tiene los recursos para contratar a un especialista de SEO, se puede pagar por anuncios por medio de Google Ads, Yahoo Search Marketing o Microsoft Ad Center.
 - El Objetivo es salir en la primera página de búsqueda de Google, Yahoo o MSN



Plataformas de E-Commece

- Shopify
- Amazon
- E-bay
- Etsy
- Craigslist
- Facebook
- Poshmark
- Pinterest

- www.junglescout.com
- www.dropshiplifestyle.com



Plaza - Distribución

- Plaza también es conocido como canales de distribución o intermediarios. Es el mecanismo por el cual los productos o servicios son transportados del productor al consumidor final
- Un intermediario es alguien que compra de un productor y vende directamente al público o a otros negocios.
- Hay dos grupos: Mayoreo y Menudeo



Plaza - Distribución

- La Selección de un Canal de Distribución:
 - Directo: Entre el Productor y el Consumidor Final
 - Indirecto: Cuando existe por lo menos un intermediario



Precio

- Precio = Incluye costo mas un margen de utilidad
- Relativo
- El valor es percibido
- Objetivos de Precio
 - Basado en Utilidad
 - Basado en Ventas
 - Basado en la economía



Precio

- Factores que influyen el Precio
 - Demanda
 - Competencia
 - Costo
 - Productos sustitutos
 - Intermediarios
 - Break Even Point



Preguntas?

**Por favor complete
esta breve encuesta**

Utilizamos sus respuestas para mejor
satisfacer las necesidades de su empresa.

California Women's Business Centers



1 WOMEN'S BUSINESS CENTER AT JEDI
205 Chestnut St, Mt Shasta, CA 96067, USA
Phone: (530) 926-6670
Website: www.jedionline.org

2 WOMEN'S BUSINESS CENTER AT JEDI
1670 Market St #112, Redding, CA 96001, USA
Phone: (530) 926-6670
Website: www.jedionline.org

3 MENDOCINO WOMAN'S BUSINESS CENTER
345 N Franklin St, Fort Bragg, CA 95437, USA
Phone: (707) 964-7571
Website: www.westcenter.org

4 MENDOCINO WOMAN'S BUSINESS CENTER
185 E Church St, Ukiah, CA 95482, USA
Phone: (707) 964-7571
Website: www.westcenter.org

5 THE CALIFORNIA CAPITAL WOMAN'S BUSINESS CENTER
1792 Tribute Rd #270, Sacramento, CA 95815, USA
Phone: (916) 442-1729
Website: www.cacapital.org

6 RENAISSANCE ENTREPRENEURSHIP CENTER
275 5th St, San Francisco, CA 94103, USA
Phone: (415) 541-8580
Website: www.rencenter.org

7 ANEWAMERICA WOMEN'S BUSINESS CENTER - OAKLAND
1470 Fruitvale Ave #5, Oakland, CA 94601, USA
Phone: (510) 532-5240
Website: www.anewamerica.org

8 ANEWAMERICA WOMEN'S BUSINESS CENTER - SAN JOSE
210 N 4th St #205, San Jose, CA 95112, USA
Phone: (408) 326-2669
Website: www.anewamerica.org

9 MISSION COMMUNITY SERVICES CORP. WOMEN'S BUSINESS CENTER
71 Zaca Ln #130, San Luis Obispo, CA 93401, USA
Phone: (805) 595-1357
Website: www.mcscorp.org

10 MISSION COMMUNITY SERVICES CORP. WOMEN'S BUSINESS CENTER
201 New Stine Rd #300, Bakersfield, CA 93309, USA
Phone: (805) 595-1357
Website: www.mcscorp.org

11 WOMEN'S ECONOMIC VENTURES
21 E Canon Perdido St, Santa Barbara, CA 93101, USA
Phone: (805) 965-6073
Website: www.wevonline.org

12 ASIAN PACIFIC ISLANDER SMALL BUSINESS PROGRAM WBC
231 E 3rd St G106, Los Angeles, CA 90013, USA
Phone: (213) 473-1603
Website: www.apisbp.org/womens-business-center

13 PACE WOMEN'S BUSINESS CENTER
1055 Wilshire Blvd #900B, Los Angeles, CA 90017, USA
Phone: (213) 353-9400
Website: www.pacela.org

14 INLAND EMPIRE WOMEN'S BUSINESS CENTER
1003 E Cooley Dr #109, Colton, CA 92324, USA
Phone: (909) 890-1242
Website: www.iewbc.org

15 INLAND EMPIRE WOMEN'S BUSINESS CENTER
3780 Market Street, Riverside, CA 92501, USA
Phone: (909) 890-1242
Website: www.iewbc.org

16 SAN DIEGO & IMPERIAL WOMEN'S BUSINESS CENTER
880 National City Blvd, National City, CA 91950, USA
Phone: (619) 216-6719
Website: www.sandiegowbc.org

17 EL PAJARO WOMEN'S BUSINESS CENTER
23 E Beach St, Watsonville, CA 95076, USA
Phone: (831) 722-1224
Website: www.elpajarocdc.org

18 NEW WOMEN'S BUSINESS CENTER
7500 Alabama Ave, Canoga Park, CA 91303, USA
Phone: (212) 483-2060 ext. 401
Website: www.new-wbc.org

19 NEW WOMEN'S BUSINESS CENTER
6946 Van Nuys Blvd #220, Van Nuys, CA 91405, USA
Phone: (212) 483-2060 ext. 401
Website: www.new-wbc.org

20 NEW WOMEN'S BUSINESS CENTER
817 E Ave Q-9, Palmdale, CA 93550, USA
Phone: (212) 483-2060 ext. 401
Website: www.new-wbc.org





Northern California Small Business Development Centers Network consists of 18 client service centers across 36 counties helping small businesses with every aspect of business and financial planning, creation and growth, management and operation.



CENTROS REGIONALES DEL SBDC DEL NORTE DE CALIFORNIA

NorCal SBDC Lead Center

416 3rd Street
Eureka, CA 95503
Ph: 833-ASK-SBDC

NorCal SBDC Finance Center

705 Gold Lake Drive
Suite 250
Folsom, CA 95630
Ph: 833-ASK-SBDC

Tech Futures Group

2120 University Ave
Berkeley, CA 94704
Phone: 415-494-7232

Hispanic Satellite SBDC

1887 Monterey Road
San Jose, CA 95112
Ph: 408-385-9800

Alameda County SBDC

39399 Cherry St.
Newark, CA 94560
Ph: 510-516-4118

Butte College SBDC

2480 Notre Dame Blvd.
Chico, 95928
Ph: 530-895-9017

Capital Region SBDC

One Capitol Mall
Suite 700
Sacramento, CA 95814
Ph: 916-319-4268

Contra Costa SBDC

4071 Port Chicago Hwy
Concord, CA 94520
Ph: 925-671-4570

Marin SBDC

79 Acacia Avenue
104 Bertrand Hall
San Rafael, CA 94901
Ph: 415-482-1819

Mendocino SBDC

185 East Church St.
Ukiah, CA 95482
Ph: 707-964-7571

Napa-Sonoma SBDC – Napa

2277 Napa Vallejo Highway
Building 3300
Napa, CA 94558
Ph: 707-256-7250

Napa-Sonoma SBDC – Sonoma

141 Stony Circle, Ste 110
Santa Rosa, CA 95401
Ph: 707-595-0060

North Coast SBDC

Prosperity Center
520 E Street
Eureka, CA 95501
Ph: 707-445-9720

San Francisco SBDC

1650 Mission Street
Suite 101
San Francisco, CA 94103
Ph: 415-937-7232

San Joaquin

Delta College SBDC

56 S. Lincoln Street
Stockton, CA 95203
Ph: 209-954-5089

San Mateo SBDC

1700 W. Hillsdale Boulevard
College Center Building 19
Room 111
San Mateo, CA 94402
Ph: 650-395-9130

Santa Cruz SBDC

6500 Soquel Drive
Building 2100C
Aptos, CA 95003
Ph: 831-479-6136

Shasta-Cascade SBDC

5800 Airport Road
Redding, CA 96002
Ph: 530-222-8323

Silicon Valley SBDC

1887 Monterey Road
Suite 215
San Jose, CA 95112
Phone: 408-385-9800

Sierra SBDC

10183 Truckee Airport Road
Suite 202
Truckee, CA 96161
Ph: 530-582-4800

Siskiyou SBDC

1512 S. Oregon Street
Yreka, CA 96097
Ph: 530-842-1638

Solano SBDC

500 Chadbourne Road
Fairfield, CA 94534
Ph: 707-646-1071

833-ASK-SBDC | NORCALSBDC.ORG

Northern California SBDC is a program of Humboldt State University's Sponsored Programs Foundation in partnership with the California Governor's Office of Business and Economic Development and the U.S. Small Business Administration.



WWW.WESTCENTER.ORG

GRACIAS



Tenemos dos ubicaciones para servirle:

345 N. Franklin St.
Fort Bragg, CA 95437

185 E. Church St.
Ukiah, CA 95482

Contáctenos para más información:

Telefono: 707 964 7571

Info@westcenter.org

Síganos en las redes sociales! [@centro_latino_west](https://www.instagram.com/centro_latino_west)



WWW.WESTCENTER.ORG