

City of Boston On-Site Business Assistance Providers FY '17

Creative Business Consulting Group

Creative Business Consulting Group helps businesses increase sales, improve inventory management, develop and implement creative marketing strategies and improve operational performance. President Lynn Switanowski-Barrett has a 30 year retail industry career working with Fortune 500 retailers and small businesses to improve sales and marketing performance.

Specialties: Business and Financial Plan Development and Management, Marketing Strategy and Planning including Social Media marketing, Vendor Relations

Has worked with: Established retail businesses seeking to grow

Daily General Counsel

Daily General Counsel assists businesses in the use of legal tools to solve problems that often can arise in operations, sales, administration and growth. They engage, educate and empower their clients. Jan Glassman and Joel Sowalsky are licensed attorneys in multiple states, and they each have more than 30 years of experience representing small businesses.

Specialties: Business Formation, H.R., Contracts, Leases, Insurance, Payment and Dispute Resolution

Has worked with: Businesses needing to review and improve their contracts, HR practices and legal structure

Good Egg Marketing

Good Egg Marketing provides training, strategies, and services to business owners to increase sales, build customer loyalty, and expand their online presence through websites, e-commerce, social media, and email marketing. Founder Myrna Greenfield has worked in both corporate and small business marketing settings and holds an MBA from Simmons School of Management.

Specialties: Sales and marketing strategies; Marketing systems; Online marketing; Market research; Customer loyalty; Selecting and adopting new technology (POS and CRM systems)

Has worked with: Food businesses (restaurants, retail stores, and food products), business-to-business; small businesses with no online presence, established businesses seeking to grow

InnerOvation

James Lopata assists businesses with “small business leadership” to help entrepreneurs focus on the most important strategies and activities to boost their company’s growth. James has a proven background in entrepreneurial leadership business development, a certification in executive coaching, and a Master’s Degree from Harvard University. His team includes experts in financial management and government regulations/contracting.

Specialties Business leadership, Startups, and Marketing

Has worked with: Brick & mortar retail, restaurant and online service businesses



Juan-Carlos Ferrufino

Juan-Carlos Ferrufino provides workshops tailored to the needs of immigrant entrepreneurs seeking to access resources to open and expand their businesses. He has a background in lending and economic development and holds a B.A. in Business Administration from Universidad Mayor de San Andres and a Certificate from Boston University - School of Management.

Specialties: Spanish-language workshops for aspiring and existing businesses

Has worked with: New and established brick & mortar businesses

Julia Shanks Food Consulting

Julia Shanks helps businesses set up bookkeeping and financial management systems so that they can better analyze the health of their business, plan for growth, avoid cash crises and make informed managerial decisions. Julia has an MBA in Entrepreneurship and teaches accounting to entrepreneurs of all types.

Specialties: QuickBooks set-up; Cash flow budgeting; Creating financial projections to prepare for loans and growth

Has worked with: Brick & mortar and online food, retail and service businesses

Main Street Partners

Main Street Partners provides comprehensive business support to businesses interested in improving their operations and developing systems to grow. Main Street Partners works with teams of professional consultants that empower, improve, and support small businesses through consulting services across a variety of business needs.

Specialties: Marketing strategies, Financial analysis, Growth strategies, Online presence, Social media diagnostics, Pricing strategies, Expansion opportunities, HR processes, Customer satisfaction, Competitive analysis, Partnership development

Has worked with: Established businesses (brick & mortar and virtual) with multiple needs

Retail Visioning

Chris Moynihan from Retail Visioning can help business owners attract and retain customers. She can help with every aspect of the business' presentation – online, in print, in store – helping entrepreneurs create the kind of customer experience that helps sell more goods and services. Chris is the former VP of Retail Marketing for an international shoe company.

Specialties: Marketing, Customer experience, Store design, Visual merchandising

Has worked with: Storefront businesses; general merchandise and specialty retail stores, salons, service businesses, small restaurants, etc.

