



Rowan-Cabarrus Community College News

NEWS

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For Immediate Release

RCCC Course Covers Product Idea to Mass Retail

KANNAPOLIS, N.C. — A class offered by the Small Business Center at Rowan-Cabarrus Community College (RCCC) will help entrepreneurs learn how to turn their ideas and creations into products sold by large retailers.

RCCC's Small Business Center (SBC) is offering the "From Concept to Market" seminar 9 to 11 a.m., Oct. 27, at the college's N.C. Research Campus building, in Kannapolis. The class is free.

Class participants will hear the story of local entrepreneurs who saw their product creations carried and sold by Lowe's, Kohl's, Wal-Mart and other big retail chains.

Topics covered by the class include how to prepare for product meetings with retailers, identifying market needs, manufacturing options, product packaging, distribution, and other information on supplying products to mass retailers.

For more information and to register for the Concept to Market class, call 704-216-3512.

The Small Business Center (SBC) at RCCC is a community-based provider of education, training, counseling, information and referral, assisting entrepreneurs with business ideas and existing small business ventures.

The SBC also offers free seminars with support from the Rowan County Chamber of Commerce, Cabarrus Regional Chamber of Commerce, the City of Kannapolis, the Rowan Business Alliance,

RowanWorks Economic Development, the Small Business & Technology Development Center, and Historic Downtown Salisbury.

The seminars cover a broad range of small business topics, including business start ups, business financing, marketing, internet business, business growth and development, taxes, recordkeeping and customer service.

For more information about the SBC and its many programs, call RCCC at 704-216-3512, send e-mail to sbc@rccc.edu, or see the SBC website at www.rccc.edu/sbc/.

See the RCCC website at www.rccc.edu for a complete list of campus locations.

About Rowan-Cabarrus Community College

Opening its doors in 1963, Rowan-Cabarrus Community College (RCCC) is one of 58 colleges in the state-supported North Carolina Community College System. A comprehensive, community-focused institution of higher learning, RCCC serves the residents of Rowan and Cabarrus counties at multiple campus locations and through on-line programs.

RCCC offers fully-accredited associate degree programs in more than 40 areas of study, including arts and sciences, business, information technology, health and public services, engineering technologies, and biotechnology. RCCC also offers accredited diploma and certificate programs focused on career training, continuing education and basic skills education. RCCC provides a strong foundation and transferable credits for students advancing to four-year colleges and universities and helps adults get the additional training they need to start or change careers.

RCCC provides more than 2,000 course offerings, serving a yearly overall enrollment of more than 20,000 students. In addition, RCCC provides the education and job-training programs needed to meet many of the workforce demands of the North Carolina Research Campus being developed in Kannapolis. For complete details, see the RCCC website at www.rccc.edu.

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