

Cobourg & District Chamber of Commerce
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On Thursday, September 19th, 2002, just days after the “Grand Opening” of a big box retail store in Cobourg, the Cobourg & District Chamber of Commerce, in partnership with the Northumberland Mall, Northumberland Business Assistance and the Town of Cobourg Community Development Department hosted Roy Prevost’s “Prospering in a Big Box Retail World”.

Those who attended the workshop came with a gritty determination to somehow survive in a dramatically re-defined marketplace. Thanks to Roy, they left equipped with the tools to not only survive, but to prosper and grow.

We applaud Roy for his straightforward and realistic approach to the “big box phenomenon”, and for illustrating that a symbiotic relationship can be forged between small, independent retailers and the “big box” retailers. Nearly every independent retailer is familiar with the concepts of “niche marketing” and “customer service” – Roy’s presentation provided concrete reasons to put the concepts into practice.

Thank-you,

Kevin Ward, Manager
Cobourg & District Chamber of Commerce