

Business Report

Norwalk's Official Business Newsletter

www.norwalkca.gov July/August 2012, Volume 30, #1
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Brand New in Norwalk: Front Line Tires



Front Line Tires is open for business here in Norwalk! For store manager Jaime Morales, he is finally living his childhood dream by starting his own business. When Mr. Morales, along with wife and store owner Maria Elena Lujan, were looking for the ideal location to start their business, they thought Norwalk was the perfect place, given the City's proximity to freeways, various gas stations, and auto-related shops.

Front Line Tires specializes in tire sales, as well as brake and oil changes. Mr. Morales is a true believer of using American products, such as Hercules and Cooper tires, as well as other brands.

Front Line Tires is located at 10607 Imperial Hwy. For more information, please contact Front Line Tires at (562) 929-2900.



IS YOUR BUSINESS DISASTER RESILIENT?

Can a food service business continue without water or power?

Do you have a backup plan if your sales services cannot process credit or debit transactions due to a power outage?

Business disaster recovery planning provides a strong foundation to business continuity. Business disasters are not limited to just natural disasters; business disasters also include human errors, accidents, and the most common, power outages. Regardless of your business type, a day without business means a financial loss.

Through business continuity planning, your business can be prepared to properly evaluate your business capabilities when the unexpected occurs. Take the time to prepare. A Disaster Resilient Business stays in business!

For additional Disaster Business Continuity Planning information, please contact City of Norwalk Office of Emergency Management at (562) 929-5335 or email oem@norwalkca.gov.



Zaya's Bistro

Norwalk Welcomes Zaya's Bistro. This eatery opened its doors earlier this year and is located at 12200 Civic Center Drive, Suite A adjacent to the AMC movie theaters.

Chef Zaya Mirzaie began his culinary career of over 30 years at Le

Cordon Blue in Paris. When he came to the U.S., he worked with respected chefs in fine dining and deluxe hotels. He was chosen to cook, along with other chefs, for the famous Master Chef Julia Childs on her 80th birthday in 1992 at the Ritz-Carlton in Marina Del Rey. Chef Zaya was the former owner of "Le Chef" restaurant in Downey.

To display his wide range of skills and talent, Chef Zaya revamps the bistro's menu every few months, serving a variety of continental dishes. Zaya's Bistro also offers catering services to parties, both large and small. Menus can be customized to the customer's preferences.

For more information, please contact Zaya's Bistro at (562) 868-0640 or visit their website at www.continentalcaterings.com



Norwalk City Council



Mayor Cheri Kelley Vice Mayor Luigi Vernola
Councilmember Mike Mendez Councilmember Marcel Rodarte Councilmember Leonard Shryock

FREE BUSINESS COUNSELING



The Norwalk Chamber of Commerce is partnering with the Small Business Development Center to provide FREE counseling sessions to business owners. Take this opportunity to speak to an expert on various topics such as the following:

- Starting, sustaining or expanding a business
- Marketing/Advertising/Financial strategies
- Small Business Administration (SBA) loan application assistance
- International trade – import/export
- Government contracting information

Counseling sessions are one-on-one and an hour long. Professional bilingual counselors are also available. To reserve a spot, please call the Norwalk Chamber of Commerce at (562) 864-7785.



Norwalk Business Watch Program



The Norwalk Business Watch Program was instituted to support and protect businesses and community interests, and to make the City of Norwalk a safer place to live and work. Business Watch meetings provide an opportunity for business owners and managers to form an alliance with each other and serve as extended eyes and ears for law enforcement. It builds support groups for the purpose of sharing information and getting educated on crime prevention measures. To participate in the Norwalk Business Watch Program or for additional information, please contact Kathleen Palomares, Community Safety Partnership at (562) 929-5685 or publicsafety@norwalkca.gov.



Ten Tips for Successful E-mail Marketing

E-mail is still one of the most effective ways to connect with customers and build trust. Try these 10 steps to make e-mail marketing work for you.

- 1 Collect e-mail addresses.** Make it easy for customers to opt-in to your e-mails. Have sign-up forms at checkout or mail them with invoices. Put a form on your website that makes sign-up easy. Offer a discount to encourage sign-ups.
- 2 Tell customers what to expect.** Post your privacy policy on your website, and tell them how to unsubscribe.
- 3 Craft compelling subject lines.** The subject line gets customers to open the e-mail...or not. The best subject lines are short, to the point, and clearly convey the benefit to the recipient. Avoid exclamation points and all-capital letters—these amateur moves will get your message marked as junk mail.
- 4 Make it attractive.** The design of your e-mails should be consistent with your company's website and your other marketing materials. Use your logo, color, photos and graphics to enhance visual appeal.
- 5 Proofread.** Carefully proofread e-mails, check for spelling and grammar, paying special attention to figures, discounts and prices. If proofreading isn't your strong suit, enlist someone else.
- 6 Be responsive.** People expect prompt responses to e-mails, so answer right away or your e-mails could do more harm than good.
- 7 Create an e-newsletter.** A monthly e-newsletter including useful tips, news about your business, stories about customers, and special offers is a great way to connect with customers.
- 8 Get help.** Many Web hosting companies offer e-mail marketing packages. If you use the same company that hosts your website, it's easy to have your e-mails share the look and feel of your site.
- 9 Analyze results.** Look for an e-mail marketing service that provides analytics tools. Use them to assess the effectiveness of your e-mail marketing campaigns and adjust them for better results.
- 10 Keep it legal.** Many legal regulations govern e-mail marketing. For example, you must include an opt-out link and a physical business address in each e-mail; process unsubscribe requests within 10 days; and avoid deceptive subject lines. A good e-mail marketing service will help you follow the rules of the CAN-SPAM Act, but the final responsibility is yours.

Source: Rieva Lesonsky, CEO of GrowBiz Media

Norwalk Business Community Resource Information

Chamber of Commerce.....	(562) 864-7785
State Board of Equalization.....	(562) 466-1694
LA County Department of Health Services/Environmental Health.....	(562) 345-6800
Fictitious Business Name.....	(562) 462-2177
Norwalk Business License/Special Event.....	(562) 929-5713
Building Permits.....	(562) 929-5733
Property Maintenance/Code Enforcement.....	(562) 929-5730
Public Safety.....	(562) 929-5732
LA County Sheriff's Department.....	(562) 863-8711

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