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Fischer launches Solutions for Growth

David Fischer of South Salem has launched Solutions for Growth, a small business marketing consulting firm serving Westchester and Fairfield counties, based in South Salem.

Mr. Fischer has more than 20 years of retail and marketing experience. He said he discovered the need for small business marketing when friends and companies started

asking for advice on how to increase their sales. Solutions for Growth is specifically dedicated to addressing the issues small-business owners face in growing their businesses. Recently, Mr. Fischer has provided advice to a variety of companies, including restaurants, publishers and retailers. He said the key to his success is tied to a review of all touch points a potential or current

customer engages with a business.

For example, when he enters a store, he often notices a dozen aspects of the business that could be improved to increase sales.

"Several small changes can have a dramatic impact on a company's revenues," he said.

Information: 980-0521 or SolutionsForGrowthLLC.com.