



UNIVERSITY OF MINNESOTA  
CROOKSTON



# MANO AMIGA

## VEDEN CENTER FOR RURAL ECONOMIC DEVELOPMENT

### Who We Are

The Mano Amiga program provides a variety of no-cost technical assistance to Latino entrepreneurs and business owners to help launch and grow your business.

### What We Do

#### Communication and Public Relations

Which includes translating materials from Spanish to English, and the initial creation of business and marketing materials such as flyers, brochures, etc.

#### Computer, Software and Point of Sale Assistance

Including basic assistance with computer software programs, and guidance in identifying and implementing accounting and point of sale software.

#### Marketing Planning and Research

Which includes identifying target audiences/customers, researching competitors, developing an initial marketing strategy, and creating a long-term marketing plan.

#### Digital Marketing

Including search engine optimization (i.e. coming up first on Google), website development and social media marketing.

#### Feasibility Analysis and Business Plan Development

Which includes analyzing the feasibility of a potential venture, and creating a working business plan.

#### Other Projects As Identified By Clients

Please contact us for details.

For more information about the Mano Amiga Program or to apply, please visit:

[crk.umn.edu/manoamiga](http://crk.umn.edu/manoamiga)