

Projected Revenue:

Create a budget:

- How much do you need to make to pay the bills?
- Can you pay yourself?
- Quarterly taxes
- Insurance
- Do you have an investor to help carry you through startup and a few years?

How to launch and get public awareness

You need a business identity:

- Logo
- Front
- Color
- Design
- Style
- Message / Slogan



Marketing Plan

How do you start your plan and execute it?



- Calendar
- Ad's
- Events
- One-on-one
- Social Media
- Promotions
- Door Buster

Advertising Strategy

- You need to have an advertising strategy and budget.
- You can have the best product, but if no one knows about it you will not be

successful.

- What makes you unique?
- How can you showcase the uniqueness?
- What is your brand culture?

Distribution

How is your product getting in the public's hands and what is the cost?

Do you:

- Ship
- Deliver
- Electronically
- Face-to-face



Sustainability

- How will your business continue?
 - Financially
- What is the next goal?
 - Expand or downsize



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Starting A Small Business



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What type of business do you want to start?

- Product
- Service
- Online

Identity

- What business you want to start?
- Who is going to use your services?
- How will they know you are in business?
- When do you want to start?

Strategic Plan

- Mission Statement
- Core Values
- Vision Statement
- SWAT Analysis: strengths, weaknesses, opportunities, and threats.
- Objectives
- Long Term Goals
- Short Term Goals
- Action Plan
- Funding Streams

Know your team:

- Leadership
- Team players
- External business suppliers
- Networkers
- Competition
- Advertising team

Expenses of doing Business:

- Project your budget
- Training



- Facility
- Licenses
- Startup costs
- Monthly expenses
- Taxes
- Supplies
- Staff

Know your competition's strengths, weaknesses and how you compare.

- Location
- Brand Message
- Staff Reputation - Customer Service
- Product Reputation
- Cleanliness
- Managed Expenses
- Education
- Product Consistency

Market Cycle:

- How many like businesses opened and closed in the last four years and how do you measure up to them?
- Has the supply and demand changed drastically in the last few years?
- What is your position in the market?



Consumer Promise:

- What is the institutional standard quality for product or service?
- What are checks and balances to ensure consistency in your product or service?
- What training will you offer your staff to uphold company standard?

Calculate Your Price Point:

What to include when determining your price point.

- Supplies
- Time
- Taxes
- Facility Cost
- Equipment Cost
- Marketing Budget
- Staff Cost
- Shipping Cost
- Percentage for Profit
- Insurance's
- Licenses



What is your price point compared to the competition?

- Too low, your devalued and cannot go higher.
- Too high, you better have the quality to qualify the price.
- Have a special item that pays the bills.