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FINANCE

Establish business plans with enthusiasm

I have recently had the pleasure of watching several new businesses open, and I was involved in a substantial capital raise for the expansion of another. It is always amazing to witness the enthusiasm and excitement created in the beginning of the process. The owners come together to envision their dreams and plan of action. It is this spirit that makes it happen because without ideas the plan would die on the vine. With this enthusiasm the plans begin to take shape along with the dreams of success. This plays a critical role in the building of a company – probably more than what you may think – especially in the early stages. If individuals associated with the company do not have the same vision or dream, the ideas may be lost and never acted upon.

Businesses may think that their products are so good that they can just put them in the market and people will buy



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Consumers want to know who stands behind a new product and they want to know if it works, where it was produced, how available it is and how long it took to develop.

Careful consideration should be taken regarding the way consumers would be the most motivated to buy the product. Many times products sit on the shelf because management does not properly assess the marketplace and its reaction

them without any questions. They fail to realize that their enthusiasm for the product must be transferred to the buyer. So, part of the strategic planning should incorporate how and why everyone inside of the business is so excited about the product. Questions should be answered as to its unique characteristics and what it can do for the buyer.

to a product. Consumers want to know who stands behind a new product and they want to know if it works where it was produced, how available it is and how long it took to develop. They constantly check the competition for pricing and cheaper alternatives.

In the beginning of this life cycle for a company, the product could have some advantages over others in the same arena. Patents could be available or applied for that may protect the company, or possibly the technology is advanced enough that it is very unique and not even a patent would make that much difference. Companies need to assess that very carefully to insure their products are properly positioned in the marketplace.

There is no substitute, however, for getting a substantial amount of product into the marketplace. Once you have taken a foothold by having increased sales, your product branding begins to take place. Customers who own the product talk about it as being the standard, and those who do not own it know it has set a new standard. This can be a critical and very exciting position

for a new company. Sales then can be geared towards the amount of market share that can be achieved. Many companies do not understand the timing of such an event and why they should get their sales going as soon as possible. Some of them even take the opposite view, which only allows competitors to move in on them.

So once again, establishing your business plan with enthusiasm and early sales can make a difference in your dreams of being a successful entrepreneur. You must be careful not to push a poor product into the market before it is ready. Often times across the country because of the many hurdles, including regulations and legal issues, entrepreneurs lose sight of the dreams that create great businesses. You need these dreams when you get started to keep you moving in your business when things get tough, and to light the fire when you need to be energized. Having that spirit will go along way in helping you succeed and making you a winner.

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