C.C.T. ~ Part 1

Company Name, Slogan and Logo

Choosing a Company Name

* might contain the name of the owner (ex. Campbell’s)
* name may refer to the products offered (ex. Toys R Us)
* might be a play on words (Hair Today..Gone Tomorrow)
* should be short and simple
* should be easy to pronounce, recognize and remember

Slogans

* catchy phrases that help consumers remember the product
* can sometimes be done in the form of a jingle (i.e. music or rhyme)
* usually 10 words or less
* use dictionary and thesaurus to look up words
* may describe product’s capabilities or appearance

Logos

* the symbol that identifies the company’s name or product
* can be symbolic, abstract, or monographic
* can make the company or product easier to remember
* serves as a visual reminder to the consumer

C.C.T.~ Part 2

Competition & Target Market

Competition

* companies or individuals who produce products or services that are similar to yours
* can either be direct or indirect competition
* *Direct competition* are those companies that produce identical products to yours
* *Indirect competition* are those companies that produce possible substitute products

e.g. Ms. Vickies:

Direct = Hostess, Humpty Dumpty, Frito Lay, etc.

Indirect = Peanuts, Sunflower Seeds, Popcorn, Pretzels

* should have a complete knowledge of your competition
* understanding what they do allows you to do things differently ***AND HOPEFULLY*** better

C.C.T. ~ Part 3

Operating Strategy

In part 3 of the independent study we will examine some of the operating decisions required in opening a new business.

Products & Services

* if your business is fairly specific you need to outline the specific products you intend to offer
* if your business is larger in scale you should decide on which product lines (or types of products) you will offer
* when doing so, remember to keep in mind who your target market is and the strengths and weaknesses of your competition
* also important to decide on the services you will offer customers
* it is important to remember what you will do that is different than your competition

Location

* keeping your competition and target market in mind you need to select a location for your business
* the 3 most crucial words in retail are location, location, location
* you want to be where your market is and your competition is not

Layout

* it’s important to have a vision of what your business will look like how will your customers perceive your business
* design, colours, themes, use of space, etc.

Factors of Production

**Raw Materials**

* Goods used in the manufacture of other goods
* Inventory? Furniture? Equipment?

**Labour**

* The physical and mental work needed to produce goods
* How many people you need? Full time vs. Part time? Weekdays vs. Weekends?

**Capital**

* The money invested in the business
* How much will you need? What will it be spent on? (Like a budget)

**Management**

* Management oversees all elements of the business
* Who will manage the business?
* What will you need to pay others to do? (Accounting, Lawyer, etc…)

C.C.T. ~ Part 4

Advertising and Sales Promotions

Earlier in the course we discussed advertising and sales promotions. Now we have an opportunity to apply what we have learned to our ISU businesses.

**Advertising**

* Advertising is a message to consumers that is paid for
* sometimes you pay to display advertising and also pay to have it made for you
* since your businesses are somewhat small you can not afford to have someone make it for you (you must create it yourself)
* not only are radio and television too expensive for you, but they also reach too wide of an audience (most not in your area)
* you should advertise in print media only (newspapers, magazines)
* let’s recall the 5 parts of a print ad (Headline, Sub-headline, Illustration, Copy, Signature)

**SO** ....you need a good print ad that you can put in newspapers, magazines and the yellow pages

**Sales Promotions**

* Sales Promotions are marketing techniques designed to attract customers to your product and services
* examples include coupons, samples, contests, cross promotions, special events, value packages, reward points, etc.
* the most important time to promote your business in the first month of its existence
* you need to let your potential customers that…. you exist….. what you do….. why they should use your business

**SO** .... you need a good promotional strategy (that hopefully doesn’t cost you too much) to open your store with!!!