

Topics

1. UNK, CRRD, and our outreach services
2. Marketing Overview – Focus on Feasibility
3. Sales Forecasting Methods and Resources
4. Sources of Success/Innovative Practices
5. Key Industries Trends and Data Sources



Synergy: Individual businesses working together to be more successful than if they were working alone.

1. Our Focus



COLLEGE OF BUSINESS & TECHNOLOGY

- Providing student-centered educational opportunities including **experiential learning**;
- Advancing knowledge through **applied** and pedagogical **scholarship**;
- **Providing service to our stakeholders**

What we do

Local Experts in Many Fields - Faculty Consulting

- Software development
- Economic impact studies
- Pricing studies
- **Marketing research**
- Marketing planning
- Sales training
- Strategic planning
- Feasibility analysis
- Leadership development
- Statistical analysis
- Transportation efficiency
- Web marketing
- Quality control and improvement
- Process analysis and improvement
- IT training

Student Consulting

“We value experiential, hands-on learning”



- **Marketing research studies**

- Advertising plans

- Marketing plans

- Web marketing projects

- New venture plans

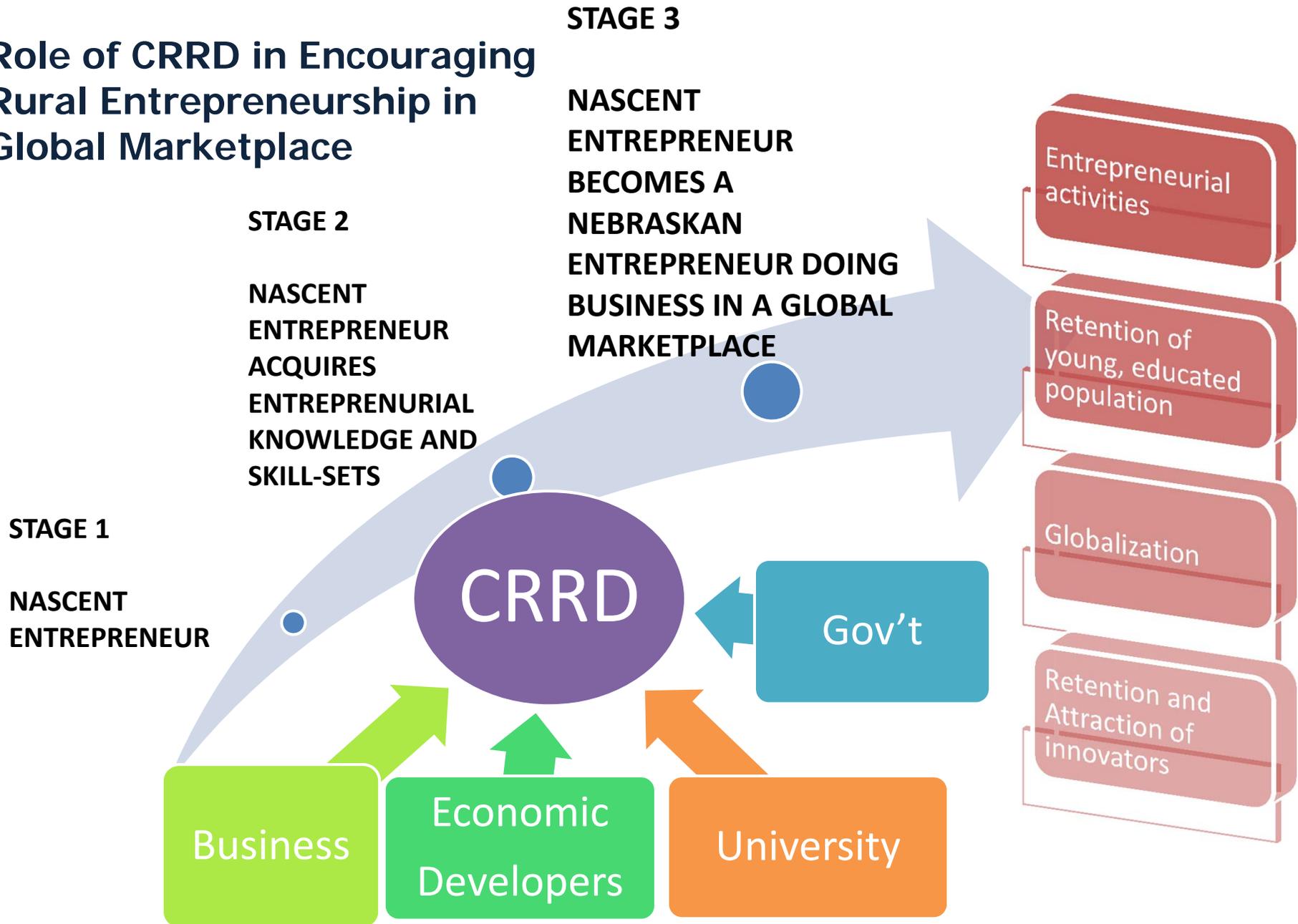
- Habitat for Humanity

- Translators

- Quality improvement projects

- Database projects

Role of CRRD in Encouraging Rural Entrepreneurship in Global Marketplace



Other Programs & Activities: Entrepreneurship Education

Baldwin Free Enterprise Seminar Series



& International Business



Nebraska State Agency Director Lecture Series



Global Scholars Seminar Series

Entrepreneurship Networking Group facilitation

- UNK Business Innovation Summit
- Eship CONTESTS
- SPEAKER SERIES

- STATE FAIR
- Marketplace CFRA
- ENTRENEUR IN RESIDENCE
- RURAL SOURCING

Our Niche - Primary Market Research



FOCUS GROUPS

- Interactive portable Technology
- New, State of the Art, Facility
- Professional Moderation (Proctor & Gamble training)

SURVEY

- Paper – Mail or Interview
 - 12 years of Community Needs Assessment Experience
- Online
 - Over 15 projects completed since 2010
 - Extensive Library w/ nearly 300 tested surveys
- Telephone
 - New confidential facility w/ trained Marketing Students

2. What is Marketing?



**Marketing is EVERYTHING
entrepreneur do to promote the
business, from the moment
entrepreneur conceive of it to the point
at which customers buy the
product or service and begin
to patronize the business on
a regular basis.**

**The key words to remember
are *everything* and *regular basis*.**

- Jay Conrad Levinson

Traditional Marketing Elements



Three “parts” to the marketing process:

RESEARCH

ANALYSIS

STRATEGIES and TACTICS

The “P’s of Marketing” that will guide
the research, analysis and strategies:

PRODUCT

PRICE

PROMOTION

PLACEMENT

(& PEOPLE!)

Determining the MARKET POTENTIAL



- Research > Industry Trends, potential issues
- Analysis > What's the best chance to access to this industry based on these trends, issues, and typical customer profile

3. Parts of Market Analysis



1. **Determine the “PROFILE” of the customer**
2. **Determine the MARKET AREA-geographic boundaries and size**
3. **Determine the number of people (or businesses) in the trade territory who potentially “FIT” the customer profile**
4. **Determine the MARKET POTENTIAL for the business in the trade area**

Market Analysis Example – Understanding the Consumer

Demographics:

- Population
- Household Size
- Household Income
- Age Distribution
- Ethnicity
- Education
- Marital Status
- Occupation
- Housing Units

Lifestyles:

Use zip code or block groups to segment consumers using systems developed by private companies like Claritas and ESRI.

Households are segmented into unique clusters that describe their lifestyle, media and purchasing characteristics.

Free Zip Code Lookup:

http://www.esri.com/data/esri_data/tapestry.html

Free Sources

□ For Secondary Market Research

Sites.nppd.com
A NEBRASKA PUBLIC POWER DISTRICT SERVICE

SEARCH

HOME INDUSTRIAL PROPERTIES COMMUNITY INFO TARGETING & OPPORTUNITY STUDIES RESEARCH & DATA LIBRARY

NEDI Online - Community GIS Information

To generate a report, complete "City" or "County" information.

<input checked="" type="radio"/> City	Select Community: Grand Island	Default radii: (change if desired) 10 25 40 miles <small>(Note: Data available up to 50 miles outside Nebraska.)</small>
<input type="radio"/> County	Select County: NA	

Click for results:

(Grand Island results below: [2009 data](#), [2014 projections](#))

Results for Grand Island, Nebraska (12/6/2010 2:24:52 PM)



2009 Snapshot	10 miles	25 miles	40 miles
Population	56,593	111,189	158,166
Households	21,526	43,480	62,989
Families	14,607	29,202	42,264
Average Household Size	2.5	2.5	2.4

Free Sources

□ For Secondary Market Research

usa.com.rosi.unk.edu/Home/Home

- Inbox - shawn... Yahoo! Mail Gallup EAS Portal ESRI Business Analyst ... LinkedIn Facebook NET Radio Home Page University of Nebraska... Kear

referenceUSA®

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Available Databases

Select A Database To Get Started.

Available Databases

- ▶ **U.S. Businesses**
14 Million Businesses
- ▶ **U.S. Consumers / Lifestyles**
203 Million Consumers

Latest News

The ReferenceUSA App

ReferenceUSA has launched a mobile app for iPad, available on the App Store

Available on the App Store

Pre-Verified Records

We have added 10 million "pre-verified" business records to our database, which can easily be included in or excluded from your searches.

Executive Search

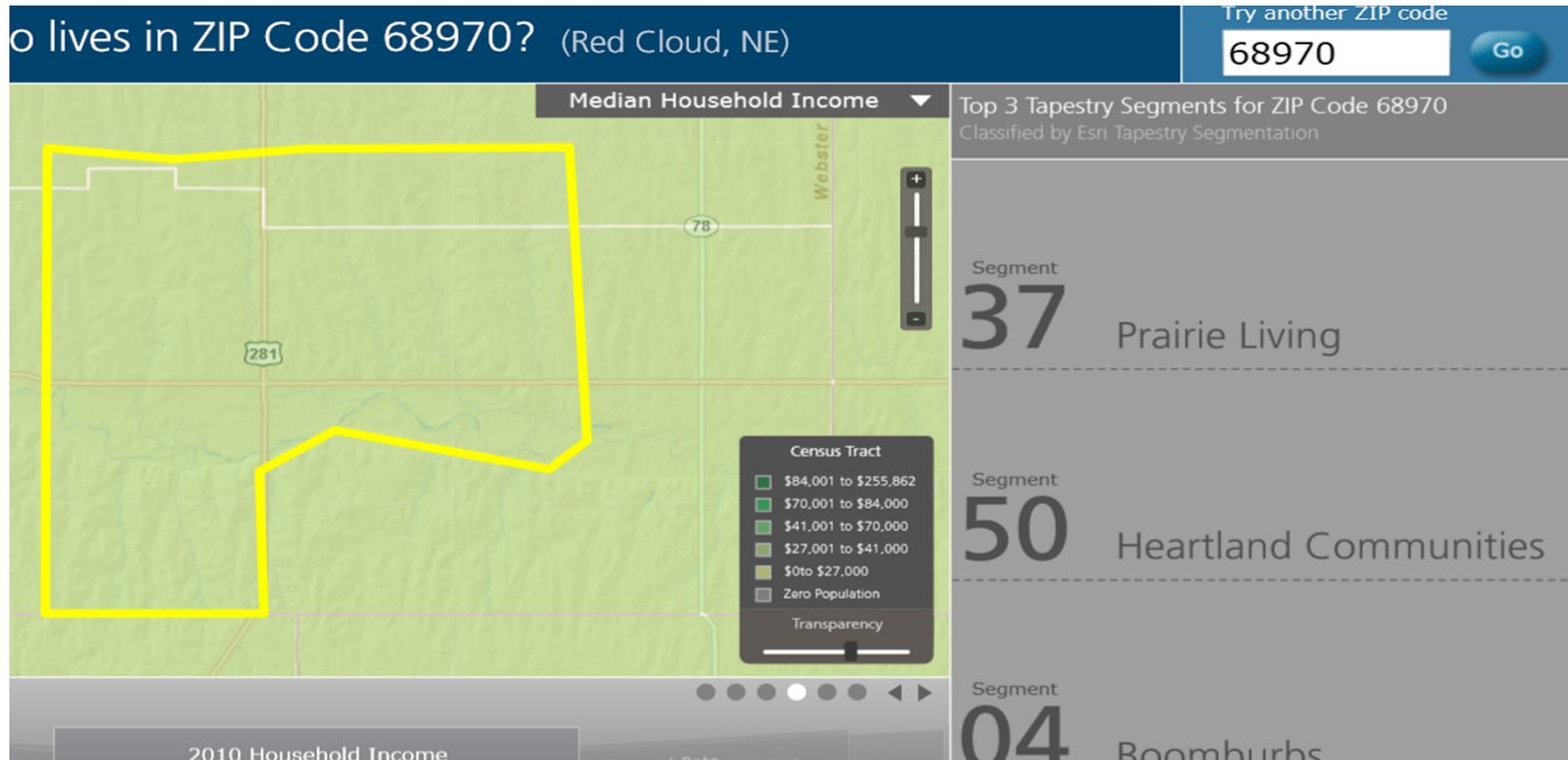
Search for business executives using 50 title options and 13 ethnicity categories.

Industry Code Search

Find businesses using the latest 2012 NAICS codes from the US Census.

Consumer Mapping

Target only your intended prospects using the mapping feature on our US Residential and Consumer/Lifestyle modules.



*Market Analysis Example –
Defining the Trade Area*

Sample Market Research



- [B2B EXAMPLE: Top Employers in Industry within 50m 68847.xls](#)
- Sample Company Report (Little Mexico of Kearney-HANDOUT)
- HOW TO USE THIS DATA (SAMPLE HANDOUT FROM KEARNEY MEXICAN RESTAURANTS)

USE SEVERAL METHODS OF ANALYSIS

- AVERAGE SALE PRICE
PER UNIT X UNITS
SOLD PER TIME
PERIOD
- SOCIO DEMOGRAPHIC
POTENTIAL...SALES
PER HOUSEHOLD
- COMPEITITIVE
MARKET SHARE
- INDUSTRY SALES PER
SQUARE FOOT AVG
(BIZ MINER
HANDOUT)
- Percent Capture Rate
(traffic or foot count)
- OTHER INDUSTRY
RATIOS

AVERAGE SALE PRICE PER UNIT X UNITS SOLD PER TIME PERIOD

Determining Market Potential--Projecting Sales Volume								
<i>Annual Sales Volume Projection Worksheet</i>								
Target Market	Total # in your trade area	# that fit your profile	Estimated Market Share	Of those that fit, to how many can you actually sell?	Quantity per sale	# of times per year customer would buy	Expected price per unit	Expected Sales Volume
				(A)	(B)	(C)	(D)	(multiply A x B x C x D)
Individuals								
				0				0
								0
								0
Businesses								
								0
								0
								0
							TOTAL	0

SOCIO DEMOGRAPHIC POTENTIAL...SALES PER HOUSEHOLD

Sample Method for Estimating Gross Sales:

Example of: Kearney Mexican Restaurant

Population w/in 15 minute drive (area/target market geography) of site/location		36,000	
Filter: # of Households		14,000	
TIMES/X	annual amount spent eating out per home for area	\$2,671	\$37,398,340
Filter: TIMES/X	% choosing Mexican when eating out (0.047)**	4.7%	\$ 1,757,722
Filter: DIVIDE BY	# of other Mexcan restaurants in area(competitors)*	13	\$ 135,209

*ASSUMPTIONS: This is based on ALL types of Mexican restaurants. But limiting the number of competitors to FULL-Service Mexican restaurants (5 in this example), total revenue estimated would remain under \$300,000 assuming average(7.7%) market share. *Due to an assumption of market saturation. A new venture must "take" market share from most likely competitors (independent owned full service restaurants)*

** The assumption of 4.7% choosing Mexican when eating is based on a national study. This percentage will vary based on target market socio-economic preferences.

COMPETITIVE MARKET SHARE Analysis

SAMPLE DATA OUTPUT FROM REFERENCE USA, HOOVERS (15 MILE RADIUS OF LOCATION/COUNTY): KEARNEY MEXICAN RESTAURANTS

Company Name	City	Location Sales Volume Actual	% Market Share	Location Type	Last Updated On	Years In Database
Amigos/Kings Classic	Kearney	\$739,000	9.3%	Branch	201302	27
Amigos/Kings Classic	Kearney	\$972,000	12.3%	Branch	201302	22
Big City Burrito	Kearney	\$350,000	4.4%	Single Loc	201302	6
Fiesta Mexicana II	Gibbon	\$77,000	1.0%	Single Loc	201302	17
La Mexicana	Gibbon	\$39,000	0.5%	Single Loc		
Little Mexico	Kearney	\$1,361,000	17.2%	Single Loc	201302	19
Qdoba Mexican Grill	Kearney	\$583,000	7.4%	Branch	201302	3
Taco Bell	Kearney	\$622,000	7.9%	Branch	201210	18
Taco John's	Kearney	\$778,000	9.8%	Branch	201302	30
Taco John's	Kearney	\$661,000	8.3%	Branch	201302	4
Carlos O Kelly's	Kearney	\$1,361,000	17.2%	Branch		
El Poprero	Kearney	\$311,000	3.9%	Single Loc		
San Pedro's Mexican	Kearney	\$63,000	0.8%	Single Loc		
TOTAL OR AVERAGE		\$7,917,000	7.7%	Chipolte Sales per Sq. ft		\$719
SOURCE: BIZ MINER... ASK UNK NBDC OFFICE						

INDUSTRY SALES PER SQUARE FOOT AVG

	Report Year	Sales/Sq. Ft.
Restaurant (16)		
Benihana	2012	511
BJ'S Restaurants	2012	700
Buffalo Wild Wings Grill & Bar*	2012	395
Bob Evans	2012	465
Cheesecake Factory	2012	885
Chipotle Mexican Grill	2012	719
Cracker Barrel	2012	411
Denny's*	2012	465
Domino's Pizza*	2012	742
Einstein Noah Restaurant Group*	2012	448
Famous Dave's*	2012	423
Kona Grill	2012	572
Panera Bread*	2012	468
Papa John's*	2012	644
Red Robin	2012	340
Texas Roadhouse	2012	441

Example

\$400 sq. ft.

x

2,800 ft.

= \$1.12 mil

In annual \$

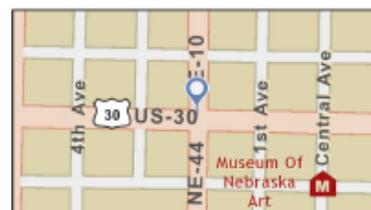
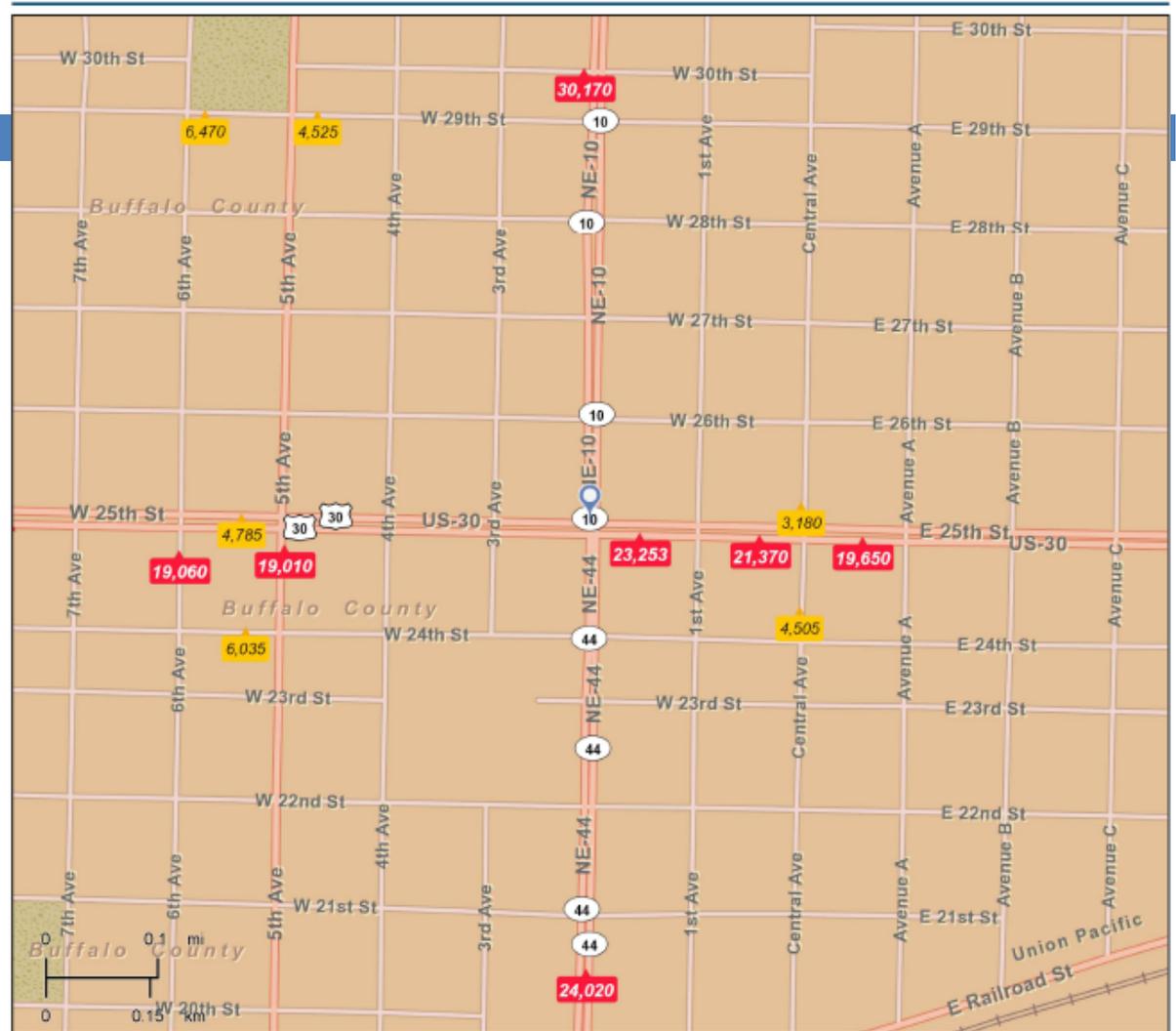


Kearney Mexican Restaurant Example
2nd Ave & W 25th St, Kearney, NE, 68847
Drive Time: 5, 15, 30 Minutes

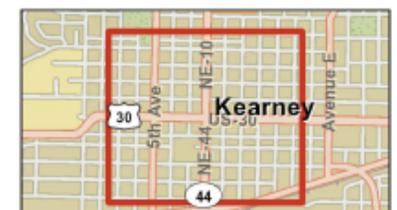
Kearney Mexican Restaurant Example
Latitude: 40.70048
Longitude: -99.08444

Capture Rate
(traffic or foot
count)

23,000 cars
X
.02%
capture...



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
 - ▲ 6,001 - 15,000
 - ▲ 15,001 - 30,000
 - ▲ 30,001 - 50,000
 - ▲ 50,001 - 100,000
 - ▲ More than 100,000 per day



What do I
do with
this
consumer
info:

BUILD A
SALES LIST!

ReferenceUSA

Home About Us Data Quality Take a Tour Customers Contact Us FAQs Resource Center Library Locator

Available Databases

U.S. Consumers / Lifestyles

23,111 Results
1,365 with e-mail addresses [more info]

Page 1 of 925

Review Details Map Summary Download Print

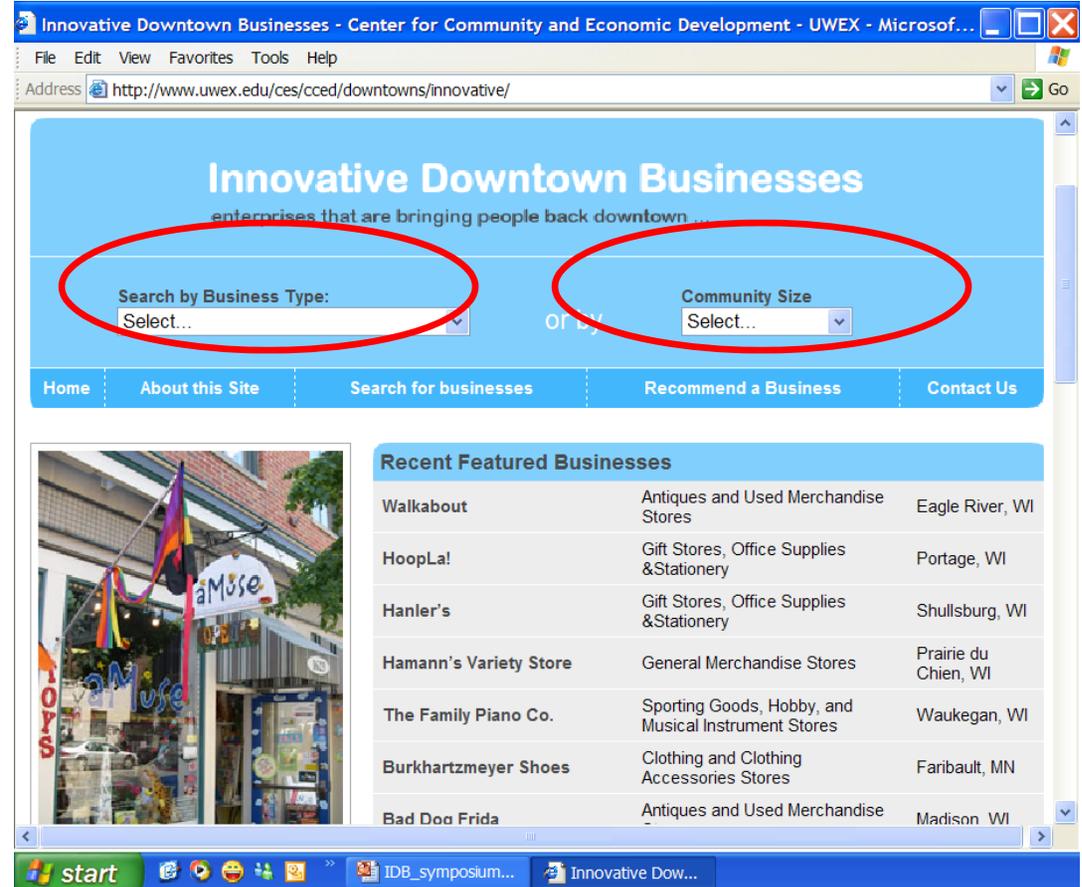
⚠ Telephone numbers displayed may be on a Do-Not-Call list and should not be used for solicitation. You are responsible for the compliance with all federal, state and local laws.

	First Name	Last Name	Street Address	City, State	ZIP	Phone
<input type="checkbox"/>	Tracy	Oertwig	3285 W 100th St	Kearney, NE	68845	Not Available
<input type="checkbox"/>	Heath	Schake	3285 W 100th St	Kearney, NE	68845	Not Available
<input type="checkbox"/>	Diane	Snider	4410 E 100th St	Kearney, NE	68847	(308) 234-9182
<input type="checkbox"/>	Theresa	Sweet	4425 E 100th St	Kearney, NE	68847	(308) 236-6447
<input type="checkbox"/>	Scott	Sweet	4425 E 100th St	Kearney, NE	68847	(308) 236-6447
<input type="checkbox"/>	Leona	Bukowski	4635 W 100th St	Kearney, NE	68845	(308) 893-3923
<input type="checkbox"/>	Cheryl	Muhlbach	4770 W 100th St	Kearney, NE	68845	(308) 893-2067
<input type="checkbox"/>	Jerry	Muhlbach	4770 W 100th St	Kearney, NE	68845	(308) 893-2067
<input type="checkbox"/>	Jennie	losty	5465 W 100th St	Kearney, NE	68845	Not Available
<input type="checkbox"/>	Carol	Wilke	5620 W 100th St	Kearney, NE	68845	(308) 893-2037
<input type="checkbox"/>	Mark	Wilke	5620 W 100th St	Kearney, NE	68845	(308) 893-2037
<input type="checkbox"/>	Penny	Dietz	9260 E 100th St	Kearney, NE	68847	Not Available
<input type="checkbox"/>	Gene	Dietz	9260 E 100th St	Kearney, NE	68847	Not Available
<input type="checkbox"/>	Edward	Dietz	9260 E 100th St	Kearney, NE	68847	Not Available
<input type="checkbox"/>	Redonna	Russell	1110 W 102 Street Pl	Kearney, NE	68845	Not Available
<input type="checkbox"/>	Patrick	Russell	1110 W 102 Street Pl	Kearney, NE	68845	Not Available
<input type="checkbox"/>	Gina	Scheider	1240 W 102 Street Pl	Kearney, NE	68845	(308) 234-2683
<input type="checkbox"/>	Dennis	Scheider	1240 W 102 Street Pl	Kearney, NE	68845	(308) 234-2683
<input type="checkbox"/>	Tim	Dealy	1245 W 102 Street Pl	Kearney, NE	68845	Not Available

4. Encouraging Innovative Businesses

Online Clearinghouse

- Case studies of retail and service businesses that are Innovative
- Searchable by
 - ▣ Type of business
 - ▣ Size of community
- Eventually include hundreds of businesses from small to medium sized downtowns



<http://www.uwex.edu/ces/cced/downtowns/innovative/>

5. *Changing Consumers & KEY STRATEGIES to adapt*

- Retail will be impacted by a slow economic recovery.
- How some downtown retailers have/will respond:
 - ✓ Add value – quality goods and more attentive service
 - ✓ Exhaust alternative markets (e-commerce, business-to-business)
 - ✓ Cultivate niche markets
 - ✓ Find customers who are not price sensitive
 - ✓ Develop customer loyalty programs

Drawn from: N David Milder

Key Strategies:

Why Analyze the Competition?

You Might:

- Learn more about what the customer really wants (or doesn't want!)
- Discover unserved "*niche markets*"
- Get ideas for marketing, merchandizing, product mix
- Obtain valuable advice, support, information (particularly from remote or indirect competition)

You Will:

**Determine if entrepreneur have any
COMPETITIVE ADVANTAGE**

Key Strategies: Market Potential



**What percent can entrepreneur Really get (TAKE AS MARKET SHARE)
from the competition in saturated market?**

And

**Even better, be the first in the market to discover what entrepreneur
customer WILL WANT IN THE FUTURE!**

And

**Use common sense...perceptions lead to behavior &
Start free or low cost, test small markets, get objective feedback, and
retry if necessary.**

Contact Information

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- www.unk.edu/crrd



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