

Full Circle Farm Bed & Barn

Marketing Project CBO Training

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Full Circle Farm Business Description

- ⌘ Retreat for horse and rider
- ⌘ "Off the beaten path"
- ⌘ Selling the EXPERIENCE
- ⌘ Horse "daycare" provided for owners who want to visit other area attractions
- ⌘ Individual attention
- ⌘ Scenic Trails
- ⌘ Kayak and canoe trips



Barn with Upstairs Apartment Space



Horse Industry Trends

- ⌘ Consistent Growth
- ⌘ Financially Stable Industry
- ⌘ North Carolina has Active Industry
- ⌘ Losing Wide open Spaces needed to Ride
- ⌘ Vacationing with horses/pets increasing



Full Circle Farm -Customer Profile

- ⌘ Serious horse owner
- ⌘ Average age 25-40
- ⌘ Upper income
- ⌘ Outdoor enthusiast
- ⌘ Enjoys being away from the crowds



Competition

- ⌘ No similar business competition
- ⌘ Niche Market
- ⌘ Fulfills a need not being currently met



Full Circle Farm Analysis

⌘ Strengths

- ☑ The EXPERIENCE
- ☑ Location
- ☑ Scenic River onsite
- ☑ Abundant Wildlife species
- ☑ Declining rural areas
- ☑ Close enough to other attractions for “day-trips”
- ☑ Labor and equipment available from existing family business

⌘ Weaknesses

- ☑ Hunting season limits availability of trails



Business Proposition

⌘ Assumptions

- ⌘ Dedicated equine community exists
- ⌘ Interest exists facilities to be available
- ⌘ A small business loan of \$35.000 can be obtained to complete facilities

⌘ Goals

- ⌘ Opening date of March 2008
- ⌘ Pre-booking of 6 nights per month for the first 6 months
- ⌘ Obtaining financing



Target Market

- ⌘ Horse Owners
- ⌘ Boarding facilities
- ⌘ Veterinary Offices
- ⌘ Farriers
- ⌘ Tack Stores
- ⌘ Horse Clubs
- ⌘ Extension Hoarse Programs
- ⌘ Horse Show Promoters
- ⌘ Horse publications
- ⌘ Horse Facilities (Show grounds and arenas)
- ⌘ NC Horse Council
- ⌘ Local Feed and Agricultural Supply Stores



Marketing Strategies

- ⌘ Develop logo and Printed Materials
 - ☑ brochures
 - ☑ posters to place at equine businesses and events
- ⌘ Develop Website
- ⌘ Purchase ads in horse show programs and other equine publications
- ⌘ Take advantage of low or no cost publicity



Full Circle Farm Mission Statement

"To Provide a memorable and unique experience, to a selective group of the equine community, in the rustic, natural and scenic areas along the banks of the Black River in eastern North Carolina."



Projected Budget Estimated Yearly Costs

Cost for 2 horses currently maintained full time.

Feed:	\$ 300.00
Hay for winter:	\$ 250.00
Stall Bedding:	\$ 800.00
Farrier:	\$ 900.00
<u>Veterinary:</u>	<u>600.00</u>
Total	\$2,850.00
Average/month	\$ 237.50

Additional Costs if Full Circle Farm operates Bed and Barn

Liability Insurance:	\$2,400.00
Electricity:	\$ 600.00
Advertising:	\$1,200.00
<u>Stall Bedding</u>	<u>400.00</u>
Total	\$4,600.00
Average Additional Cost	\$ 383.33

Total: \$7,450.00 /year

Monthly average: \$ 620.83 / month = \$ 621.00 / month



Legal Issues

- ⌘ Liability Insurance
- ⌘ Health Department Regulations
- ⌘ Inspections
- ⌘ Licenses
- ⌘ No Zoning Issues

⌘ Protection

- ☑ insurance
- ☑ NC Equine Liability Law
- ☑ Waivers



Evaluation - Progress Check

- ⌘ Review of 6 - Month Benchmark
- ⌘ Review Budget
- ⌘ Evaluate Effectiveness of Advertising Efforts
- ⌘ Customer Surveys
- ⌘ Develop Customer Database
- ⌘ Facility Improvements



Expansion / Diversification

- ⌘ Target canoe and kayak enthusiasts

- ⌘ Target hunters
(make strength out of weakness)

- ⌘ Horse Show Facility

- ⌘ Cross country course

- ⌘ Day Use Facilities

- ⌘ Guest Speakers/Clinics



Further Points to Consider

- ⌘ Little Overhead
Projected for Business
- ⌘ Equity in Barn
Exceeds Requested
Loan Amount

