

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



B B C C H
Burhani Business Counseling Center Houston

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Importance of Branding for Small Businesses

How a Young Entrepreneur Planned his Path to Small Business Success

- Mindset
- Branding
- Networking
- Growth
- Technology

Success is where preparation meets opportunity



GROWTH MINDSET

- "Failure is an opportunity to grow"
- "I can learn to do anything I want"
- "Challenges help me to grow"
- "My effort and attitude determine my abilities"
- "Feedback is constructive"
- "I am inspired by the success of others"
- "I like to try new things"



FIXED MINDSET

- "Failure is the limit of my abilities"
- "I'm either good at it or I'm not"
- "My abilities are unchanging"
- "I can't like... I can either do it or I can't"
- "I don't like... to be challenged"
- "My potential is predetermined"
- "When I'm frustrated, I give up"
- "Feedback and criticism are personal"
- "I stick to what I know"



AMERICA'S SBDC UNIVERSITY OF HOUSTON
BAUER COLLEGE
TEXAS GULF COAST NETWORK

I want to start a business



<http://goo.gl/0CrarQ>





Araz
Jawwab



عرض كرات: حسين علي بهاني سجاد حسين بهاني جبل ثور وال
موضوع: هوسنختن
في الحضرة العالمية الاسلامية امد الله بها
موضوع هوسنختن ما Advertising & Media نو وبتنار / كم شروع كروا في رزا مبارك فضل فرماوا عرض
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Free Online PR Web to An and Generate

Next Steps


University of Houston  **Clear Lake**

Starting a Profitable Small Business

- How To Analyze Your Market (What's Behind the Numbers)
- How To Know When To Start a Business From Scratch VS. Buying One
- 4 Characteristics of a Successful Franchisee
- Where To Find Your Potential Customers
- How To Determine Inventory Supply
- Advantages & Disadvantages of Sole-Proprietors, Partnerships & Corporations
- What Professional Advice You Need Before You Open Your Business & How Much To Pay For It
- How To Get a Loan... & Much, Much More

Running a Profitable Small Business

- How To Keep Records
- Sales & Advertising How-To's
- How To Attract Good Employees & Keep Them
- How To Handle Collections & Bad Debt
- The Pros & Cons of a Computer
- How To Save Postage
- How To Buy All the Legal Advice You Need For \$500 Per Year
- How To Get the IRS to Forget Your Audit, Help Them Lose Track of Your File... & Much, Much More!



<http://goo.gl/BpS3IB>

Advice that stuck with me

- You will never have all the answers
- Selective with your clients
- You have to Leverage yourself
- Why can't I Do it
- Go Deep before you go Wide.
- Learn to Communicate
- Develop your Brand



Build a Personal Brand

- Industry certification as a way to develop personal relationships with industry gurus
- Adding bunch of acronyms in front of name.
 - DSCE, DSDE, ISF-C, CCNA, OCP
- Personally got involved with things I enjoyed doing and offered help with my business.
 - TEDx Houston, Creative Morning Houston, Houston Restaurant Week, Houston Food Bank, Greater Houston Partnership

**Advertising sells –
PR tells – Sales
Takes the Money**

What was Web 1.0?



“Read Only”

Brochure-ware

What was Mobile 1.0?



Talk + Text
= Mobile Phones

What was Advertising 1.0?

Links + Listings + Banners +
Pop-ups + Buttons + Spam

Have you ever clicked
your mouse right **HERE?**

= Ad Nauseum + Inbox Invasion

What was Shopping 1.0?

Limited Interactivity



perception



reality

= eCatalog eCommerce

**INNOVATE
OR DIE**

What's Web 2.0?

“Read/Write”



= The Customer Strikes Back

What's Mobile 2.0?

Talk + Text + Web + Media + Apps



= Mobile Devices

What's Advertising 2.0?

Contextual & Behavioral Targeting



= Ad Relevance

What's Shopping 2.0?

Customer Ratings, Reviews & Recommendations



= weCommerce

Markets are created...



...but delivery models change.
Don't be Sony.

Web 3.0?

"Read/Write/Execute"



= The Customer Customizes

Mobile 3.0?

The whole world in my hands



= My Device is Me

Advertising 3.0?

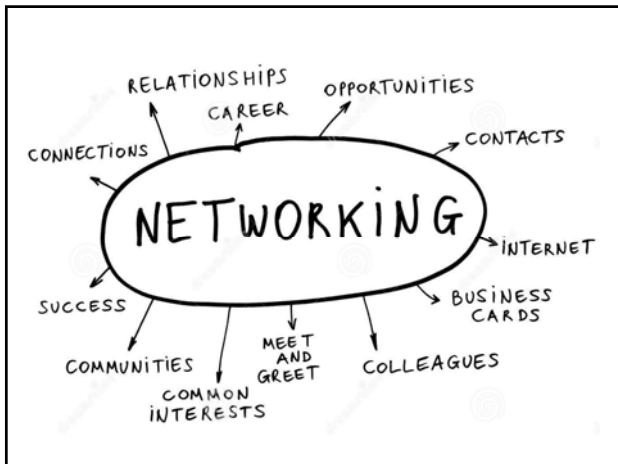


Shopping 3.0?

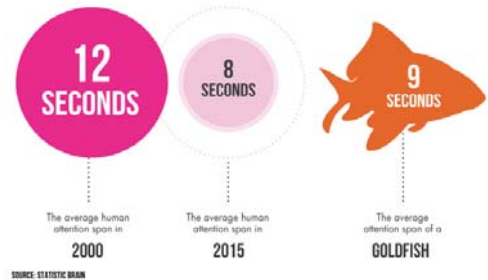


Preferential Personal
Purchasing Power

= meCommerce



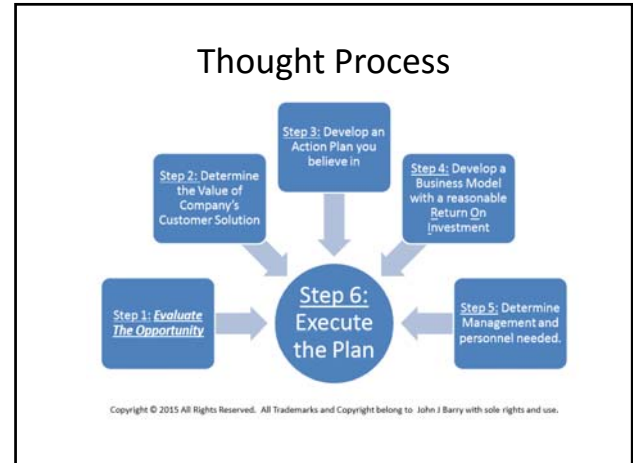
WE KNOW HUMAN ATTENTION IS DWINDLING



Build a Network

- Dress for Success
- Introduction – Your Name, Company Name and Your Elevator Pitch
- Become a Resource to Others
- Networking is not a sales call it takes time and effort
- Choose few organization and work them craft fully. (Speak, Offer Help, Join Committees)

- Industry Specific Organization (DSF)
 - Articles, Speaking, Credibility
- Geographical Organization (GHP)
 - UH, HMNS
- Vertical Specific Organization (GHRA)
 - Direct Sales, Partnership (Multiplier)



Why is the Thought Process Critical?

It is the same Thought process for:

- A Business Plan
- A Growth Plan
- A Strategic Plan
- An Annual Plan (Budget)
- Launching a new product
- Evaluating competition
- Looking at your company on a daily basis
- Making mid-plan adjustments

The Benefits of Emphasizing the Thought Process

A Business Plan will organize your thoughts. Understanding the Thought Process will mean the difference between success and failure.

- 1. Starting a business is hard.
- 2. Achieving consistent profitability and positive cash-flow is harder.
- 3. Sustaining profitable growth and positive cash-flow is Hardest.

Common Reasons Businesses Fail



Identifying a good opportunity

- A reasonable evaluation of the opportunity is critical to the short and long term success of a Business.
- Opportunity evaluation will contain some assumptions.
- Understanding the opportunity is more important than following your passion or wanting to be your own boss.

The Opportunity helps you decide

- If the market is big enough.
- The competition.
- The customer's competitive alternatives.
- The reason the customer will choose your product/service and company.
- The value of your company's differentiation.
- The customer benefits of your approach.
- If you can make sufficient money in this endeavor.

Criteria for Evaluating the \$\$\$ Opportunity \$\$\$

- Define your target market
- Describe your customer profile
- Describe the customer problem or desire you are addressing.
- The importance to the customer of a solution for this problem or desire.
- Current options available to customer
- Describe the best solution to solve the customer needs

The Key to Company Growth is the Customer

- Successful Companies focus on the Customer
- The customer will determine your company's success or failure.

Businesses either grow or die!

Applying The Thought Process



Critical Factors in Obtaining Customers

Differentiation

- What is unique about your company?
- Is your company uniqueness going to set you apart from the competition?

Sales and Marketing

- How are customers going to find out about you and your uniqueness?
- What is it going to take for prospective customers to do business with your company?

Why Differentiation is Important

- It defines who you are!
- It determines how you approach the market!
- It distinguishes you from the competition!
- It is what attracts funding!
- It is what attracts employees!

To Determine Your Differentiation, Know Your Customer



Potential Differentiation Considerations



Applying The Thought Process



The Marketing Plan Includes:

- The profile of the customer.
- How product/service is positioned, Priced, Packaged.
- The sales and/or distribution channels being used.
- Why customers will choose Your Company.
- Special marketing strategies employed – web – discounting –warranty.

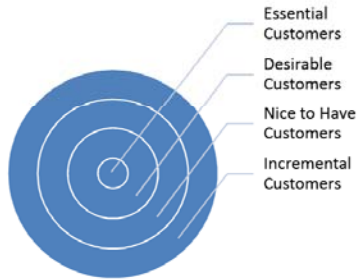
The Five Functions of Marketing



Developing a Revenue Strategy



The Revenue Strategy starts with Your Target Market (Who is Your Customer?)



Determining the Essential Customer



Acquiring Customers

- Determine how potential customers are going to find you; Webpage, Advertising, Blogs, Facebook, LinkedIn, Yellow Pages, direct sales, etc.
- Determine how you are going to generate and take advantage of leads.
- Determine how you plan to position your product or service; Value, price, function, etc.

Acquiring Customers

- Determine how you plan to sell your product or service; Direct Sales, Resellers, Internet, Retail, etc.
- Determine what training is required; Sales, Product, support, customer, etc.

Applying The Thought Process



\$\$\$ What is the Desired Financial Model for Your Company \$\$\$

Example: Service Company shown as a percentage of revenue:

Revenue dollar	100%
Sales expense	18%
Marketing expense	3%
Bus. Unit expense	49%
EBITDA	30%

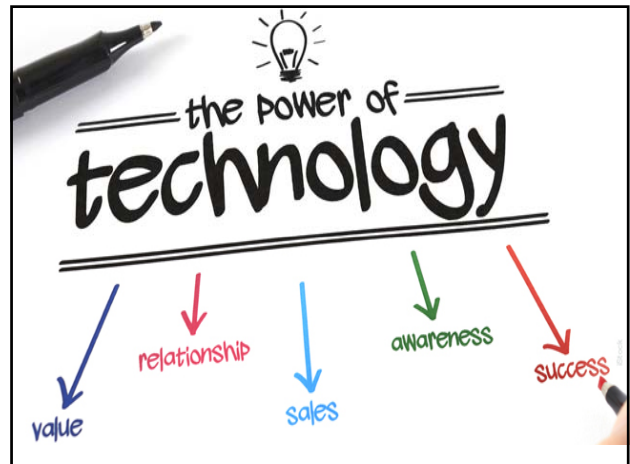
What You need to know to Succeed

- Your business model including projections of revenues, margins, profits and break even.
- Your overall schedule from start-up to profitability. Existing companies from now to desired growth. (time/event chart)
- Your company's strategy to improve margins with growth?

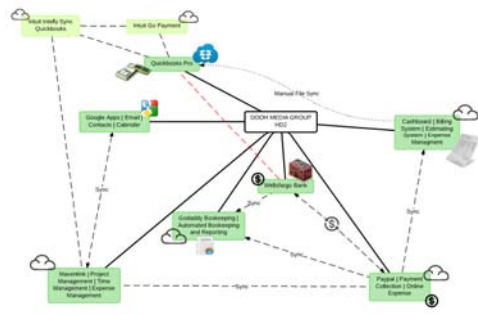
Review The Essence of the Business Thought Process



Success Depends on using the Thought Process to Effectively Communicate Your Business To Others



Business, Financial & Accounting Systems



Business System

- ERP / BPM
- CRM
- Marketing Automation
- Accounting
- Email
- Project Management



Q & A

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