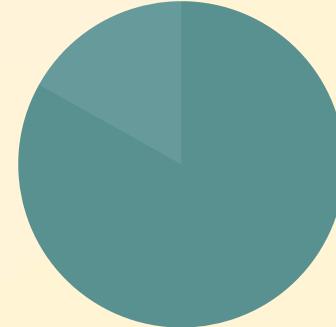
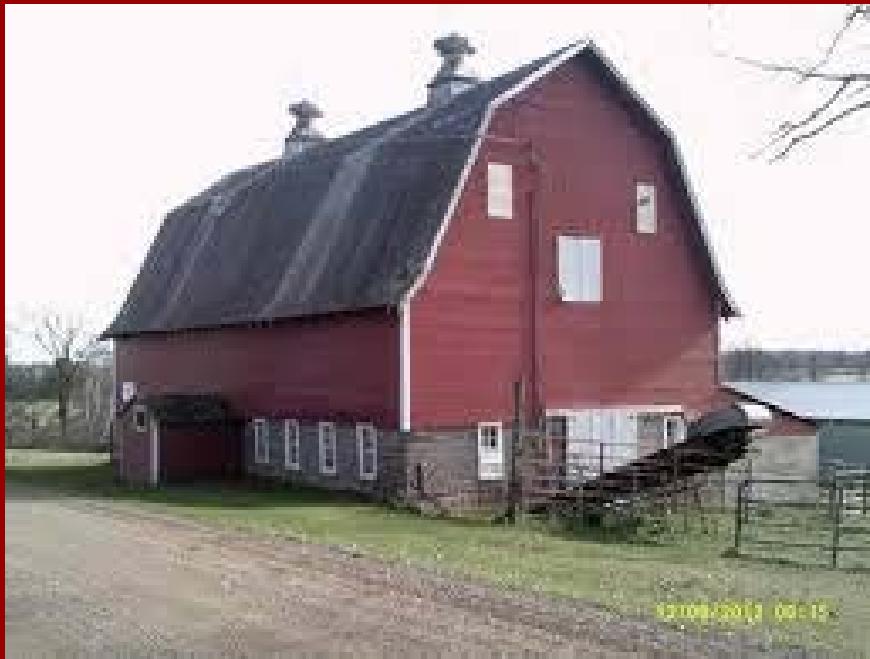


# Starting a New Enterprise



How will you Add Value?

# Create your Foundation



Analysis -  
What will fit for you and how  
will you manage it?





# Establish your Team

## It's all about the people



**Build your foundation -**  
**What is your mission?**  
**What is your purpose?**  
**What drives you?**  
**What is your Cause?**





To enhance and continue my Grandfather's legacy by running an innovative dairy farm that would provide a place for future generations



Create an experience,  
with great ice cream, that  
takes you back to a  
simpler time



**NC STATE  
UNIVERSITY**

# Randleigh Dairy Heritage Museum



Bridge the gap between farmer and consumer.  
Honoring the history and legacy of William Rand  
Kenan, Jr. Create a welcome, fun atmosphere where  
anyone can come learn where their food comes from



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# Howling Cow Dairy Education Center & Creamery

## Opening Summer of 2019



# The Golden Circle

## WHAT

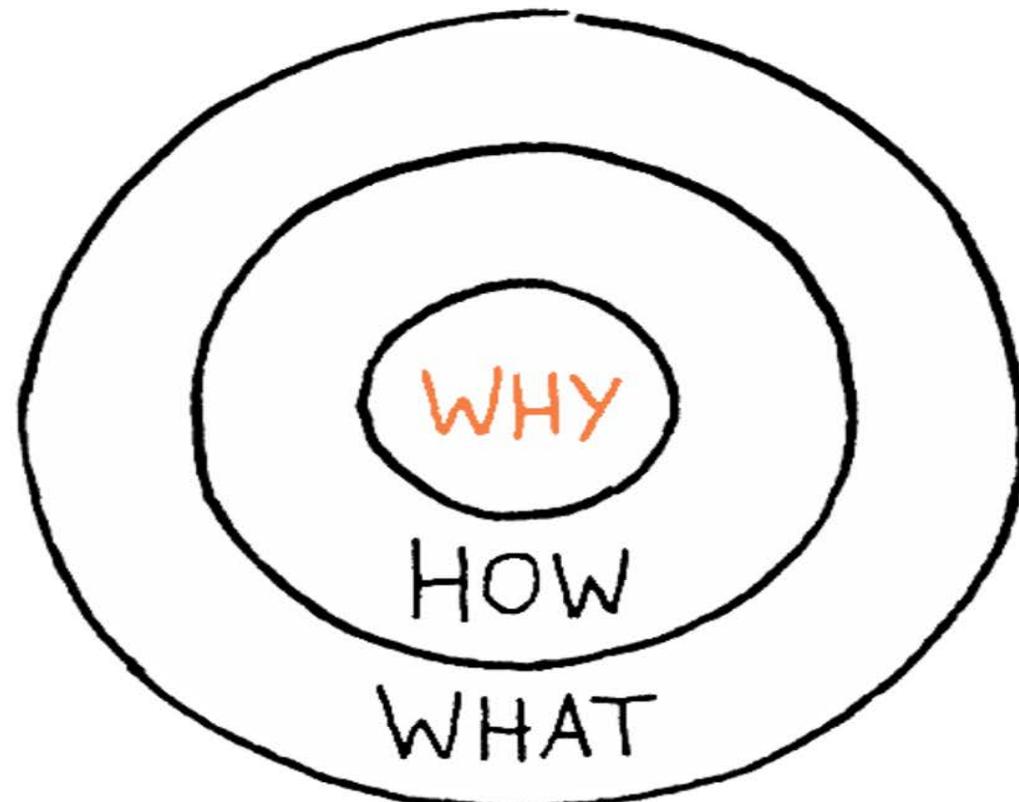
Every organization on the planet knows WHAT they do. These are products they sell or the services

## HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

## WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.





Analysis -  
What will fit for you and how  
will you manage it?





# S

## Strengths

Things your company does well.

What sets you apart from your competitors.

Key employees.

Assets already in place.

Your recipe.

# W

## Weaknesses

What does your company need?

What do your competitors do better than you?

Limited resources.

Lack of a good plan.

# O

## Opportunities

Is there anything like this on the market?

No Competitors.

Growing need in the market.

Will the media embrace and help

# T

## Threats

Emerging competitors.

Changing regulations.

Negative Press

Consumer opinions changing.

# SWOT ANALYSIS





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Randleigh Dairy  
Heritage Museum



## *The Entrepreneur*

*The dreamer,  
the big picture  
person, ahead  
of everyone  
else*

## **The 3 people in every business** **The E-Myth Revisited by Michael Gerber**

### *The Manager*

Takes the  
dreams and  
creates the  
system

### *The Technician*

The person that  
puts the widgets  
together

# Ray Kroc and the McDonald Brothers

*The  
Entrepreneur*

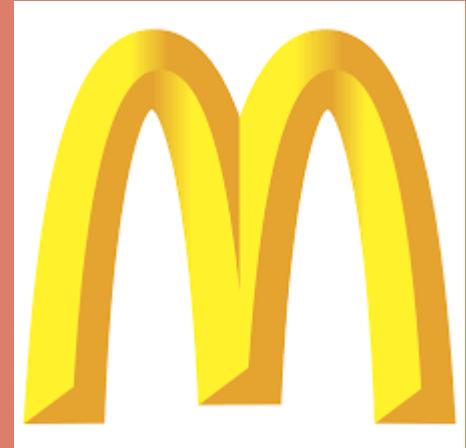
*Ray Kroc*

*The  
Manager*

*The  
McDonald  
Brothers*

*The  
Technician*

*The  
Teenagers*





# Establish your Team

It's all about the people





# Sales & Marketing





## Regulators- Local, State & Federal

Run at them, not away.  
Make them a part of your team.  
If you do what they say people  
don't get sick.





# Who Can you Collaborate with?

One hand washes the other...

It's not what you know...it's who...

Find someone to barter with. Is there someone you can share a resource with?





# Consultants?

## Cost Vs. Value

