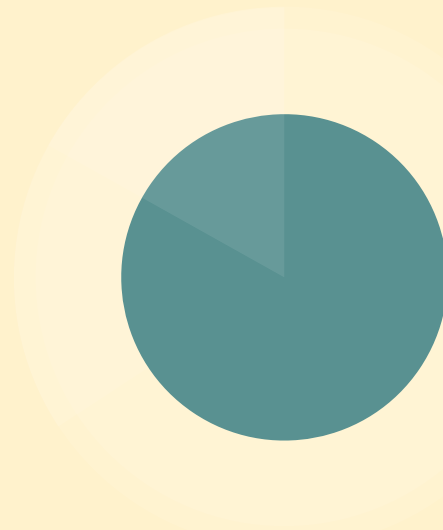




Starting a New Enterprise



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



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



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



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

Howling Cow Dairy Education Center & Creamery

Opening Summer of 2019



The Golden Circle

WHAT

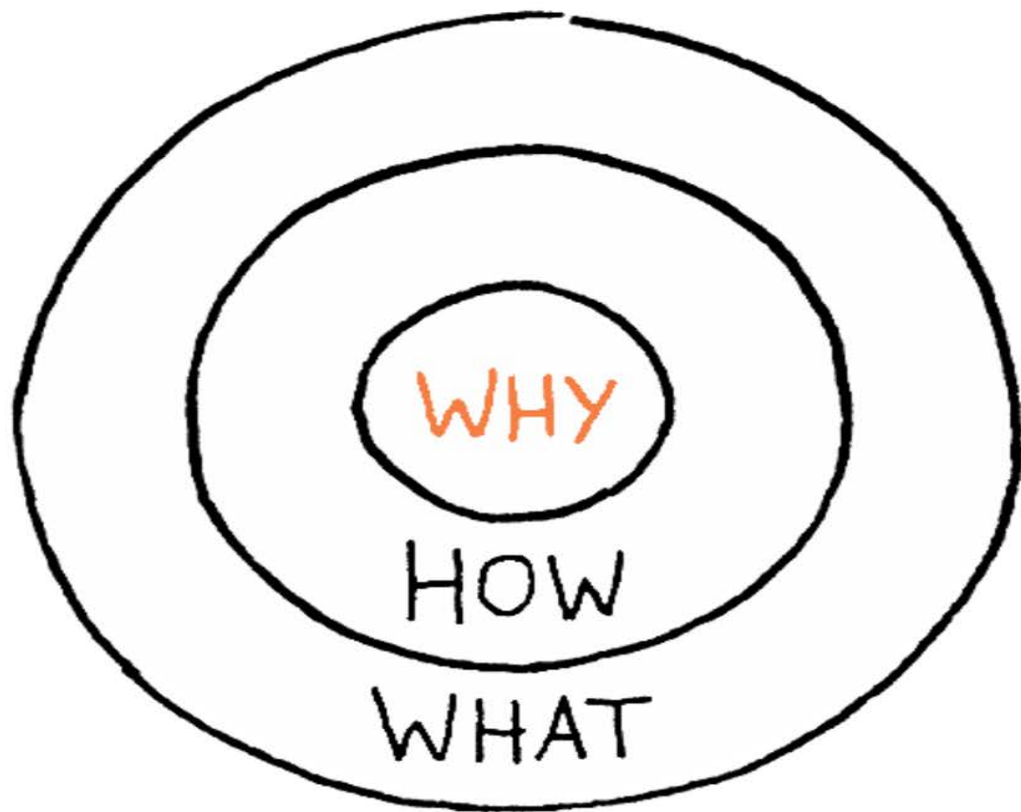
Every organization on the planet knows WHAT they do. These are products they sell or the services

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.





BEN & JERRY'S HOT



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





NC STATE
UNIVERSITY

Randleigh Dairy
Heritage Museum



The 3 people in every business

The E-Myth Revisited by Michael Gerber

*The
Entrepreneur*

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

*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

