



Target Texas Business

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Ca\$hing in on Business Opportunities Training

Starting new businesses, keeping businesses in the community, attracting businesses, providing jobs and job security to residents.....

These are some of the most frequently mentioned needs in TCFF economic development related issues and action plans. Is your county one of many in this category? Are YOU and your county staff prepared to provide educational programming for small business start - up, or to provide connection to resources that can assist a client in deciding whether to start a business? Are you familiar with business terminology? What do you know about product or service pricing, marketing, or business planning?

These and other topics will be part of professional development training 2000, **Ca\$hing in on Business Opportunities**. Two workshops will be offered:

- Ⓒ **Abilene, April 4, 5, 6** - Noon the 4th till noon the 6th
- Ⓒ **Corpus Christi, April 10, 11, 12** - Noon the 10th till noon the 12th

Fee: \$30

Registration is due no later than March 15.

A form is attached to the back of this newsletter,
OR you can go to
<http://fcs.tamu.edu/entrepreneurship/cashing.htm>
to print or download a form.

Who is the target audience for this training?

All Extension agents - TAEX and PVAM - AG, FCS, 4-H
County Extension faculty in counties identifying TCFF
issues in business development or some related aspect.

Who else can attend?

Up to two leaders from your county who are interested in implementing the business education program. This might include Chamber of Commerce directors, economic development committee members, bankers, or even small business owners wanting to see businesses grow and want to be involved in delivering educational programming. The registration fee is \$30.

What will you receive from this training?

- Ⓒ A knowledge base in business that will increase your confidence level as you work with businesses in the county.
- Ⓒ An educational curriculum consisting of a notebook of 22 chapters dealing with all aspects of starting, growing and strengthening very small businesses. (A \$120 value - One set per county). Additional copies are available for \$120.
- Ⓒ A guide for implementing an educational program in your county with involvement from local resources.
- Ⓒ Camera ready visuals, handouts and exercises on both paper and in PowerPoint.
- Ⓒ Economic development how-to's.
- Ⓒ Business-specific information on trends and resources.

What will you do at the training?

- Ⓒ Learn basics of starting and running a small business.
- Ⓒ Receive instruction on how to use the curriculum.
- Ⓒ Hear a variety of resource experts in business.
- Ⓒ Make site visits to small businesses in the area.
- Ⓒ Experience small group instruction.

What are you expected to do with the training information and resources?

Implement a business education program in your county. Fifty-nine Texas counties have listed some action related to business start-up, strengthening, business growth, home based, microbusiness or business attraction. Over 200 counties identified 'economic development' as a broad priority issue.



Texas Agricultural Extension Service
The Texas A&M University System

Success in Internet Selling: Target Your Market

Who shops via Internet? Knowledge of this market is critical for anyone attempting e-business success. Fifty-nine percent of all Web shoppers are women (Ernst & Young, 11-9-99). Forester Research (11-99) reports that 29% of all American women are regular users of the Internet. Who most often influences U.S. purchases? Women reportedly influence over 80% of purchases. Home use of computers has increased from 30% in 1996 to over 50% in December 1999. Of that percentage, 90% of home computer users are 'online'. That figure was 27% in 1996.

Successful Internet retailers focus on two groups of Internet users. These two groups make up about one half of all Web users. The first group is called the 'Internet Now', while the other group is referred to as 'On-the-Verge'. The 'now' groups tend to be male, affluent, busy and relatively unconcerned about saving money. While the second group is also affluent and more frequently female, they seem to be less time pressured, but more money conscious.

Strategies for these two target markets differ. The 'Internet Now' group is driven by CONVENIENCE... that's the key marketing term. The 'On-the-Verge' group, though attracted to the convenience theme, wants to access comparison shopping tools. The successful Internet business, as does any competitive business, constantly seeks to fine tune ways to reach their target market. Internet selling requires an adventurous approach, rather than business-as-usual marketing. *eMarketer* reports that "email advertising will increase from 3% of total web advertising dollars in 1999 to 15% in 2003."

Source:

<http://www.mmgnet.com/Publications/tm.html>

http://www.harrisinteractive.com/news/index.asp?NewsID=55&HI_election=

http://www.emarketer.com/estats/sell_email.html?ref=wn



Marketing Do's and Don'ts

One of the most difficult tasks for a new business is determining how to market products or services to the right people. The reality is that there is probably no absolute right or wrong way to do this, but in the interest of providing some advice, here are some basic do's and don'ts.

Do:

- a. Research what other companies are providing similar products or services for customers and at what prices.
- b. Make sure the market for your product or service is large enough to provide you with a customer base to support your business.
- c. Price your products competitively with other providers.
- d. Keep your marketing pitch simple--One sentence or phrase if possible.
- e. Ensure that your product or service can deliver on any promise features you use to sell it.
- f. Use your product's packaging to communicate with your customers.
- g. Have well defined marketing objectives before you start, and a budget that matches the market you are trying to reach.

Don't:

- a. Try to sell your products or services to everyone. Be clear on who your customers are.
- b. Assume that all consumers will purchase your products or services for the same reasons.
- c. Vary your marketing message or make it too broad.
- d. Expand into new markets before exploring all possibilities within your current customer base.
- e. Overdo promotional pricing or special offers as they can affect how customers may perceive the value or quality of your products or services.
- f. Package your products in a way that conflicts with the image of your company.
- g. Market your products or services to the wrong audience. If your market is a business owner, don't send advertising promotions to an employee manager.

Source: SBDC Solutions, Iowa State University, February 2000

Ag/Forestry Entrepreneurship

Agriculture is changing. Producer families and other natural resource owner/managers are having to become more innovative and entrepreneurial. Agency professional staff supporting agriculture and natural resources need professional development training to support these efforts. USDA has recognized this by selecting Texas to conduct the first in what will be a series of five professional development workshops focusing on Entrepreneurial Agriculture and Forestry. The first workshop was held November 1 and 2, 1999, at Tarleton State University. The next workshop is planned for Wednesday, May 3, 2000, at the Texas A&M University-Commerce campus.

Topics include:

- C An overview of Transitioning Agriculture
- C What is Entrepreneurial Agriculture and Forestry
- C Specific content sessions on Resource Assessment; Goal setting and Planning; Marketing; Regulatory and Legal Issues; and Technical Assistance. The session ends with developing local action plans.

For more information contact Dr. Greg Taylor at 979-862-8561 or Dr. Greg Clary at 903-834-6191, ext. 241.

Microenterprise Lessons Learned in Working with TANF Clients

The Aspen Institute reports that microenterprise development efforts with TANF clients require some specialized focus. First, organizations that have historically worked with public assistance recipients have an advantage over other microenterprise assistance programs. Understanding of the special needs of the TANF audience is one of those advantages, as well as the investment of additional resources to address those needs. Second, a state welfare policy environment that encourages self-employment or microenterprise development can benefit microenterprise work with TANF clients. Third, microenterprise programs must have close working relationships with the local welfare agency, including management and case workers. The ten funded microenterprise assistance programs in the U.S. have found it necessary to educate caseworkers about the

benefits of self-employment for some TANF clients. Blending employment with self-employment is viewed as advantageous for success. For self-employment to work, the educational intervention should be structured to develop alternatives to long-term employment. There are no easy answers to the TANF-self-employment/work challenge. What microenterprise is learning is that specialized educational programming differs from more traditional approaches to microenterprise development.

Source: Designing Microenterprise Programs for Welfare Recipients, Field Forum, November 1999, Issue 3. The Aspen Institute.

Seeking Solutions for Small Business

The Texas Small Business Advisory Council has scheduled two Texas Summits in 2000 - Lubbock, March 23, and McAllen, April 13. Lt. Governor Rick Perry and the National Federation of Independent Businesses of Texas will host these events. Check this web site for more information: <http://www.tsbac.com> or call 512-463-0001.

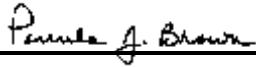
New Resources for Extension Entrepreneurial Programming

Extension's CSREES grant, T-TEEMS, TEXAS TEENS EXPLORE ENTREPRENEURIAL MINDS, is designed to strengthen entrepreneurial opportunities for at-risk youth and families. The funding is providing critical resources for entrepreneurship. A resource library of 'e' curricula is under development. There are three copies of each curriculum available for check-out through the Educational Resource Library, 979-845-2704.

- ~ Planning for Success
- ~ Taking Care of Business
- ~ The Entrepreneurial Revolution
- ~ Start and Run a Profitable Student-Run Business
- ~ Successful Selling for Entrepreneurs
- ~ How to Start a Gift Basket Service
- ~ How to Start an Event Planning Service
- ~ How to Start a Desktop Publishing Business
- ~ How to Become a Teenage Entrepreneur
- ~ Entrepreneurship for Canadians

Target Texas Business

is published by the Texas Agricultural Extension Service, Family Development and Resource Management, Route 3, Box 213AA, Lubbock, Texas 79401-9746; Editor: Dr. Pamela J. Brown.



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Extension Specialist-Consumer Sciences

Educational programs of the Texas Agricultural Extension Service are open to all people without regard to race, color, sex, disability, religion, age, or national origin. Issued in furtherance of Cooperative Extension Work in Agriculture and Home Economics, Acts of Congress of May 8, 1914, as amended, and June 30, 1914, in cooperation with the United States Department of Agriculture, Dr. Chester P. Fehlis, Jr., Associate Vice Chancellor and Deputy Director, Texas Agricultural Extension Service, The Texas A&M University System.

TEXAS AGRICULTURAL EXTENSION SERVICE
U.S. DEPARTMENT OF AGRICULTURE
THE TEXAS A&M UNIVERSITY SYSTEM
COLLEGE STATION, TEXAS 77843

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Ca\$hing in on Business Opportunities

**April 4, 5, 6, 2000
Abilene, Texas**

**April 10, 11, 12, 2000
Corpus Christi, Texas**

**A curriculum resource for
economic/business TCFE issues**

funded by

**Training 2000 Professional Development Grant
and
Family Development and Resource Management
Agricultural Economics
Community Development**



Texas Agricultural Extension Service
The Texas A&M University System

Small Business Facts...

- g** Business/economic/job development is a top issue in the TCFE process...
 - h** Education is KEY to preventing losses due to business failure.
- g** Most agents have no training in business education, but have practical business experience.
- g** 56 Small Business Development Centers are scattered across 254 counties.
- g** One-fourth of all businesses fail within the first three years of operation. WHY?
 - h** no business plan;
 - h** inadequate working capital and cash flow;
 - h** financing;
 - h** lack of management skills;
 - h** errors in judgement; and
 - h** lack of knowledge, skills and desire.
- g** Over 187,000 new business registrations in 1998 – 51% were home based businesses.
- g** Women and minority owned businesses are increasing dramatically.
- g** More home based businesses have been in business for over 5 years than non-home based businesses.

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Ca\$hing in on Business Opportunities...

is designed for Extension agent use in facilitating the development of small business, particularly micro and home based business. The curriculum is in “ready-to-use” format. Participants will receive one two-volume set of the curriculum during the training.

The curriculum is comprehensive, covering over 22 topics of interest to prospective and new owners. Each chapter contains a teaching guide, narrative in “how-to-use” format, transparencies, handouts, two computer disks with computer generated slides of overheads for electronic projection.

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Ca\$hing in on Business Opportunities

Curriculum Content

Part I: Sharpen Your Entrepreneurial Skills

Part II: Get Down to Business

Part III: Plan As You Expand

Part IV: Boost Your Bottom Line

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Training will include:

- C economic development basics
- C on-site visits to small businesses
- C curriculum subject matter content
- C application to small community/urban needs and agriculture and non-farm applications
- C market analysis
- C identification of resources

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Registration Information

April 4, 5, 6, 2000 – Abilene, Texas
(Registration deadline: March 15, 2000)

April 10, 11, 12, 2000 – Corpus Christi, Texas
(Registration deadline: March 15, 2000)

**Schedule begins at 10:00 a.m. on Day 1
and ends by 1:00 p.m. on Day 3.**

Registration fee: \$ 30.00

Make check payable to: **TAEX Account 258104**

Mail registration form and payment to:

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phone: 806.746.4055 fax: 806.746.4057

If you have any questions, you may contact
Dr. Pamela Brown by phone, or e-mail her at
p-brown@tamu.edu

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Ca\$hing in on Business Opportunities Training

Registration fee: \$30.00	Registration deadline: March 15, 2000	Check which training you will attend:	Check #:
		Abilene, April 4, 5, 6, 2000	
		Corpus Christi, April 10, 11, 12, 2000	
For office use only:		Date received:	

Name: _____

Address: _____

City/State/Zip: _____

County: _____

Phone: _____ Fax: _____ E-mail: _____

Make check or money order payable to: TAEX Account 258104.