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Capstone Project:

**STARTING AN ONLINE BUSINESS:
START UP, COMMUNICATION PLAN, AND RESULTS**

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Abstract / Summary:

My capstone was starting an online business, complete with a business plan. I marketed / advertised my online business through the use of social media. The business I am creating is based upon a hobby of mine. I love hunting and I love dogs; therefore I created an online business implementing both of these passions.

By graduation I will be able to show that the business I have created is profitable and beginning to attract my desired target audience through the use of social media. For this project I designed, created, and maintained a website for my online business. In addition I marketed and advertised this business through the use of various social media sites. Social media sites that were used include, but are not limited to: Instagram, Facebook, YouTube, and a Blog. The final paper includes the statistics of how well each

social media site has worked for my business, a marketing and business plan, and proof that the business has shown a profit.

Acknowledgements:

I never would have been able to complete this capstone project or my Masters degree without the help, support and guidance of many. I am very grateful to all of the faculty and staff members here at Southern Utah University that have taught and guided me throughout this process. I would also like to express my deepest gratitude to my family, my wife and my children that have supported and encouraged me over the last couple of years. Their patience and love has helped me through the trying times.

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Chairperson, Art Challis for his excellent guidance and advise throughout this project. I have had amazing teachers throughout this program; it is evident that all of my professors have dedicated so much time and energy into preparing the courses that they teach. I have learned so much during my time in the Masters of Communications Program. I would like to thank all of my teachers for their many efforts: Matthew Barton, Kevin Stein, Jon Smith, Arthur Challis, Amber Schow, and Jonathan Holiman.

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A special thank you to the committee, for all of your efforts in helping people like me further their education, thus bettering our lives and our families lives. I am a firm believer in Higher Education and the benefits that it provides. I am grateful for the opportunity to participate in this program, and to all of those that contributed to the great experience it has been. My future is brighter than ever thanks to all of you.

Introduction:

I have three dogs, all of which are “American Brittany’s.” This breed of dog is generally used for hunting upland game, which I love to do. In addition, this breed of dog is extremely family friendly and they make great pets. Over the last year, I have created a business and communication plan for an online business, and put that plan into action. I now have a small side business, where I professionally guide hunts with my dogs, train dogs to hunt for others, offer tips and advise on training new pups, I breed my females and sell their litters, and I have a male dog that I occasionally let others use as a stud service.

In order to get this business up and running, I created a website which was launched in March 2016, and have been updating it regularly. I created an Instagram and Facebook page as well as a blog dedicated to my small business. Through the use of social media, I have been able to gain a lot of interest and traffic to my business page. I have gained a fairly large amount of followers and potential customers on these social media sites as well. Through these efforts I have generated puppy sales, gained guiding customers, trained

puppies for clients and I have made a profit doing so. The amount of followers to my website and other various social media sites has increased rapidly, I attribute this to proper target marketing and advertising to people that could become potential customers.

Before starting my online business, I created a small business plan, social media plan and a marketing plan, which are all included in my paper. I am excited about this project because it has allowed me to take a hobby and a passion of mine and turn it into a successful small side business. This project has been a fun adventure for me; it has provided me with a great opportunity to take the skills that I have acquired over the last two years and to put them into action.

Literature Review:

About Brittany's:

In order to be a successful breeder, guide, and dog trainer, you need to know the breed of dog that you are working with inside and out. You must start by knowing the history of the breed, where it originated from and what the breed was/is used for. "The name "Brittany" is taken from the Brittany region in northwestern France where the dog originated. The Images of orange and white Brittany-like dogs hunting and retrieving game were first seen on tapestries and paintings in the 17th century.

The first written and verifiable record of Brittany's comes from a hunting description written by Reverend Davies in 1850. He described hunting with small "bobtailed" dogs that pointed and were excellent retrievers. It was around the same time that the modern Brittany is rumored to have been bred by mating with English Setters. The Brittany was first shown at the Paris Dog Show in 1900. The Brittany was first recognized as a breed in 1907 when an orange and white male named "Boy" was registered in France.

As a result, the first standards were outlined in the same year. America recognized the Brittany in 1931 and the breed was approved by the "American Kennel Club" in 1934. In 1982 the "Spaniel" was officially dropped from the name. The Brittany is

a breed of gun-dog bred primarily for bird hunting. Although it is often referred to as a Spaniel, the breed's working characteristics are more akin to those of a pointer or setter. Brittany's were developed in the Brittany province of France between the 17th and 19th centuries, becoming officially recognized early in the 20th Century (Wikipedia, 2017).” The Brittany is described as a medium sized dog, with an average sized head and floppy ears. Their coloring varies but is it generally made up of three colors, liver, orange and white. Brittany's are described as athletic, energetic and playful. They appear to be alert and focused.

Hunting and Guiding with Brittany's (Lit. review cont.):

The Pointing Dog Journal and Gun Dog Magazine are both very valuable resources for those that want to learn more about raising a hunting dog, and how to be a great breeder. The Pointing Dog Journal offers tips on training hunting dogs and even better, tips on how to be safe while out hunting and guiding for both you and your dog. The Pointing Dog Journal states:

“For inexperienced hunters or hunters that have never hunted over dogs, they usually don't know what to expect; their main objective is to just shoot the birds. Often that mentality leads to dangerous hunting safety issues for both the hunter and their dog. It is your responsibility as a guide to explain what to expect when hunting with a dog. It is also important to go over your rules regarding gun safety and the fact that you, not they, are handling your dog (Johnson, 2015).”

Gun Dog Magazine offers great tips on the dog itself, and what potential customers look for when choosing a breeder and a puppy. Gun Dog Magazine says that, “breeding hunting dogs is equal parts science and art. Good breeders spend years and sometimes

lifetimes refining and improving the lines of dogs their breeding. Customers will pay more for a dog that is bred by a reputable kennel (Carty, 2016).”

In order to be a great hunting guide you must know the following information. You must know the nature and behavior of upland game birds: “It is important to know the species and varieties; habitat; season’s; ranges; and migration; behaviors; calls the birds make: in flight, territorial, male/female socialization and the impact of the weather on their flight behavior (Swan Mountain Wilderness, 2017).”

You also need to know where the best places to go are before taking out a client. In order to know this you must do the following; “Scout optimal locations; know habitat characteristics; be aware of timing: both time of year as well as time to hit certain locations; know your locations, lakes, water holes, and fields, (Swan Mountain Wilderness, 2017).”

A good guide should know all of the necessary hunting techniques. Some of these techniques include:

“Flushing and pointing with dogs, hunting without dogs, glassing, field scouting, observing, mapping and recording, shooting techniques and helping clients be successful. In addition a good guide should know all about various types of guns: Their individual safety and performance issues, types of ammunition: The ammunition comparatives, performance, true ballistics instruction so candidates can intelligently discuss issues with clients and project trajectories by ammunition type and load for purposes of success at longer distances (Swan Mountain Wilderness, 2017).”

It is also essential for a guide to know how to be professional. A guide must have, professional standards in appearance and behavior. A guide should have customer service

skills and communicate hunt instructions and expectations. A great guide must know how to deal with troubling issues, and be able to control client behavior.

“The guide will be more successful if the guide has both personal gear and additional gear for those he is hunting with. A guide should know how to take care of birds including all forms of field dress and meat preparation and transport under various conditions, review of knives and sharpening techniques. Guiding requires you to know and provide full coverage of hunter ethics and difficult client scenarios, explain safety for yourself and clients in the field (Swan Mountain Wilderness, 2017).” A great tip on taking it above and beyond the call of duty and making yourself stand out, as an excellent guide is to take quality photographs of your client’s successes.

Great guides know how to orient themselves when outdoors; they know how to use a compass, GPS, as well as maps. As a guide you must be able to navigate in the day, night, bad weather, and you must be educated on wilderness survival. Have knowledge about safety and prevention of common maladies, emergency procedures and evacuation. You must know the laws, rules and ethics of the land. The following is a list of some things you must know before you hunt with others,

“Laws and rules from the perspective of the federal and state governments including private and public land use, legal and ethical responsibility of the outfitter and guide, conservation issues, resource scarcity, environmental concerns, activist group interaction, future impacts of further conflicts between groups, knowledge on how to treat personnel and cultivate positive relationships with governing agencies (Swan Mountain Wilderness, 2017).”

A guide must know how to administer first aid, and they must always be prepared in any emergency situation. Tips such as these will help you become the best breeder and dog handler you can be, and word will get out about your guiding services.

Turning your hobby into a small business (Lit review cont.):

In order to take a hobby such as raising and hunting with dogs and turn it into a small business, you must get creative. You need to use both imagination and practical thinking. “In the imagination phase we generate and play with ideas. In the practical phase we evaluate and execute them (Von Oech, 2008).” Use your imagination to brainstorm ideas and services that you want to offer with your business, and ideas on how you plan to reach your target audience and make those ideas become a reality. There are a few steps that will help you create a successful business, they are as follows: **Find a need and fill it.**

“Most people who are just starting out make the mistake of looking for a product first, and a market second. To boost your chances of success, start with a market. The trick is to find a group of people who are searching for a solution to a problem, but not finding many results. The Internet makes this kind of market research easy; you can visit online forums to see what questions people ask and what problems they're trying to solve. Do keyword research to find keywords that a lot of people are searching, but for which not many sites are competing. Check out your potential competitors by visiting their sites and taking note of what they're doing to fill the demand. Then you can use what you've learned and create

a product for a market that already exists--and do it better than the competition (Moon, n.d.).”

The next step you need to take when getting ready to start a new business is to: Advertise your product to your target market in a way that sells. There are sales formula’s that takes visitors through a selling process from the moment they come to the moment they make a purchase:

“Arouse interest with a compelling headline, describe the problem your product solves, establish your credibility as a solver of this problem, add testimonials from people who have used your product, talk about the product and how it benefits the user, make an offer, make a strong guarantee, create urgency, ask for the sale.

Throughout your advertising, you need to focus on how your product or service is uniquely able solve people's problems or make their lives better. Think like a customer and ask "What's in it for me? (Moon, n.d.)”

The third step to starting up an online business is to, design and build your own website. You can successfully do this by following these steps: Once you find your market and product, and you've nailed down your selling process, you are now ready for small-business web design. It is important to keep it simple. Studies show that you have fewer than five seconds to grab someone's attention. If you do not have their attention by the five seconds, you have lost them. Some important tips to keep in mind: Choose a plain font on a white background; make your navigation clear and simple, and the same on every page. Only use graphics, audio or video if they enhance your message. Make

buying easy, with no more than two clicks between potential customer and checkout.

Most importantly make your website customer-friendly.

The next step for an online business start up is to use search engines to drive targeted buyers to your site. Pay-per-click advertising is the easiest way to get traffic to a brand-new site. It has two advantages over waiting for the traffic to come to you organically. “First, PPC ads show up on the search pages immediately, and second, PPC ads allow you to test different keywords, as well as headlines, prices and selling approaches. Not only do you get immediate traffic, but you can also use PPC ads to discover your best, highest-converting keywords. Then you can distribute the keywords throughout your site in your copy and code, which will help your rankings in the organic search results (Moon, n.d.)”

Make sure to, “Establish an expert reputation for yourself.” People use the Internet to search for information. Provide information for free to other sites, and you'll see more traffic and better search engine rankings. The secret is to always include a link to your site with each tidbit of information. Give away free, expert content. Create articles, videos or any other content that people will find useful. Distribute that content through online article directories or social media sites. Include "send to a friend" links on valuable content on your website, and become an active expert in industry forums and social networking sites where your target market hangs out.

Moon suggests to use the power of email marketing to turn visitors into buyers. “When you build an opt-in list, you're creating one of the most valuable assets of your online business. Your customers and subscribers have given you permission to send them email. That means: You're giving them something they've asked for. You're developing

lifetime relationships with them; the response is 100 percent measurable; and email marketing is cheaper and more effective than print, TV, or radio because it's highly targeted (Moon, n.d).”

Last but not least, once you have completed all of the above-mentioned steps, in order to make yourself more successful you should, increase your income through back-end sales and upselling. One of the most important Internet marketing strategies is to develop every customer's lifetime value. At least 36 percent of people who have purchased from you once will buy from you again if you follow up with them.

“Closing that first sale is by far the most difficult part--not to mention the most expensive. So use back-end selling and upselling to get them to buy again (Moon n.d).”

Moon offers more detail about this and explains that offering products that complement their original purchases or sending out electronic loyalty coupons they can redeem on their next visit will make your customers feel valued. You can offer related products on your "Thank You" page after they purchase; and reward your customers for their loyalty and they'll become even more loyal.

When you have your business up and going and it has transformed from a dream into a reality, the next step is to reach your desired customers and audience. Put together marketing and advertising plan, act on that plan. “Make sure you have a consistent and constant effort to go after your best buyers, then make sure you treat them like they are special once you get them in your realm (Holmes, 2007).”

Its important to remember that starting a side business, however small can add a lot of stress to your already hectic life. Time management and keeping things simple in your second business is key.

“Capture all things the things that you need to get done, - now, later, someday, big, little, or in-between – into a logical and trusted system outside of your head and off your mind; now discipline yourself to make front-end decisions about all of the “inputs” you let into your life so that you will always have a plan for “next actions” that you can implement or renegotiate at any moment (Allen, 2001).”

Online businesses are exploding. The process to starting on online business is rewarding but not always easy. You can reach more people by using the Internet to market your online business than ever before but you must keep up with the ever-changing trends. “The fact is that, nowadays, the minimum requirements for cross-channel marketing are higher, and anyone who wants to sell products or services online has got to keep up (volusion, 2014).”

Marketing and Advertising using Social Media (Lit Review Cont.):

“Following a request from The Huffington Post, Latergramme, a service that lets users manage and schedule Instagram posts, ran an analysis of over 61,000 posts to determine when photos received the most “likes” and comments. On average, the team found that 2 a.m. and 5 p.m. EST are the best times to post if you want your followers to pay attention to you; the worst times are 9 a.m. and 6 p.m. Also, Wednesday is apparently the best day of the week to post, though not by much (Beres, 2015).” Best times to post on Instagram: Wednesdays at 5:00 pm.

“Because of the complicated new feed algorithm getting your timing right on Facebook isn’t easy. But despite the non-chronological functionality of the news feed, our social marketing team has discovered publishing times that do indeed yield a higher

amount of likes, comments, shares, and click-throughs: The best time to post on Facebook is between 12 p.m. and 3 p.m. Monday, Wednesday, Thursday, and Friday, and on Saturday and Sunday between 12 p.m. and 1 p.m. “For us, Tuesdays are a bit behind other weekdays in terms of Facebook engagement,” Hootsuite social media marketing specialist Amanda Wood explains (2017). “But 12 p.m. to 3 p.m. is still the most effective window on that day,” she reports.

She writes that, Hootsuite’s social team also sees lower engagement on the weekend, but there is a spike in click-throughs on posts published between 12 p.m. and 1 p.m.

Fontein writes that supporting these findings to a degree are Hubspot, Microsoft, and Quick Sprout. All three reports the hours of 1 p.m. to 3 p.m. on Thursdays and Fridays are optimal posting times for Facebook. As always, you should test and track results using engagement data gleaned from Facebook’s page insights, or other measurement tools such as Hootsuite’s analytics to determine what works best for you (Fontein, 2016).” So in conclusion it seems that the best times to post on Facebook are Monday – Friday 12:00 pm – 3:00 pm.

Despite Twitter’s move to a quasi-chronological timeline, the average half-life of a Tweet isn’t long. According to an analysis by Wiselytics (2016) it’s only 24 minutes—nearly four times shorter than the 90-minute half-life of a Facebook post. “For Facebook, a post reaches 75 percent of its potential engagement in five hours. A median Tweet reaches this 75 percent mark in less than three hours,” Wiselytics says. This relatively small window of opportunity for engagement means your Tweets need to get out in front of as many people as possible—when the largest portion of your target audience is using

Twitter. Knowing when that is will take a bit of trial and error (more on that later), but to get you started, here’s what Hootsuite’s own data suggests based on an analysis of over 40,000 tweets. The best time to post on Twitter is at 3 p.m. Monday to Friday.

“As a B2B organization, we find the best times to Tweet are between 12 p.m. and 3 p.m. on weekdays, with the highest amount of clicks and re-tweets occurring at 3 p.m.,” explains Hootsuite social media marketing specialist Amanda Wood (Fontein, 2016).”

Best times to post on Twitter: Monday and Friday at 3:00 pm.

“Analyzing the uploads from our own channels, we’ve found that the best hours to post a video on each day is as follows (all times are EST)

Figure 1:

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
2p - 4p	2p - 4p	2p - 4p	12p - 3p	12p - 3p	9a - 11a	9a - 11a

These posting times line up well with what various research organizations like TubeMogal have reported in terms of peak viewership on a given day of the week. Essentially, daily online video viewership peaks at the same time that “primetime” viewership peaks for television: in the evening. By posting a video slightly before that, creators can ensure they give YouTube enough time to index their videos and make sure their videos have an opportunity to get into their subscribers’ feeds before peak viewing begins. We found the best days to post a video to YouTube (for audiences that are similar to ours) is on a Thursday or Friday (Gielen, 2015).” Based on this research, we can conclude that the best times to post on YouTube are: Thursdays or Fridays 12:00-3:00 or Sundays from 9:00-11:00 am.

“Over the last decade there have been countless studies to determine the best time to share on Facebook, Twitter and Instagram. Anyone trying to get as many views on Snapchat as possible will likely want to share their story when they know the most people are on the app. Having become the claimed “Snapchat expert” I can tell you that between 10:00 pm and 1:00 am is when most people are on Snapchat (Wojdylo, 2015).”

Therefore it is apparent that the best times to use Snapchat is, Daily at 10 pm.

“Social media is an inexpensive way to promote your website and to keep new and existing customers chatting about your business (Bekew & Elad, n.d.)”. When using the Internet and social media to market your online business remember engagement is crucial to your success. Lister says, “Engagement is rooted in consistently sharing insight and providing value every time you connect with a customer. This establishes credibility while building trust and inspiring customers to tell their friends about you. Promotion extends your engagement efforts by presenting a valuable offer that’s based on your customers’ interests and needs. Social media amplifies your efforts so you can be found and engage a wider audience to grow your business (2014).” With the use of the Internet, anything is possible; the possibilities of your business are endless.

Method:

For this project, I first created a Small Business plan for an online business. (See Appendix A) This was followed by a Social Media plan (See Appendix B) to set up a social media advertising and marketing schedule. This schedule and social media plan was created based on the research done in the above Literature Review (See pages 13-15). Both a business and social media plan are crucial in any business start up. They provide a roadmap and the framework necessary to establish a successful business. My online business is very small and did not require any upfront funding other than the cost to build and maintain a website and the cost of analytical tools to help track my business progress (See Images 1-9).

For the next phase of my capstone project, I created a website for my online business (See Appendix B). I continue to maintain and improve my business website based upon my continual tracking results. (See Images 1-9, and Appendix D). My website (See Appendix B), includes the services that I offer, along with detailed information on what I am selling. My business is a service oriented business, my website includes information on the following: guiding with my dogs for hunting clubs, selling puppies from my registered adult dogs and training hunting dogs. I also provide free tips and training ideas in the blog portion of my website (See Appendix C). My blog was added to my website to provide a free service that teaches others how to train their dogs from home, complete with tips and training strategies that are tried and proven. The blog section was created as a customer relationship tool.

For this project I have done a lot of research on training dogs; how to be the best hunting guide possible; tips on breeding a dog; breed standards and restrictions, and so on (See Literature Review Section). I have put this research into action by professionally guiding with my dogs several times at a professional hunting club, breeding one of my

female dogs and selling the litter online through social media and the website that I created. You can view the online ad for this litter (See Appendix E). I have kept a weekly blog, (See Appendix C), posted daily on Instagram, and updated my website weekly in order to grow, keep and maintain my target customers and followers.

This project has allowed me to create my own online business, complete with a communication and social media plan, and to build and design a website. I have worked hard to grow my followers on important social media sites (See Tables 1-9). I have written multiple ads and placed them on valuable websites to attract potential customers (See Appendix E).

My Online business began to be profitable in August of 2016, which was the date I took my first hunting group to the field since the creation of the online business (See Appendix F).

ANALYSIS

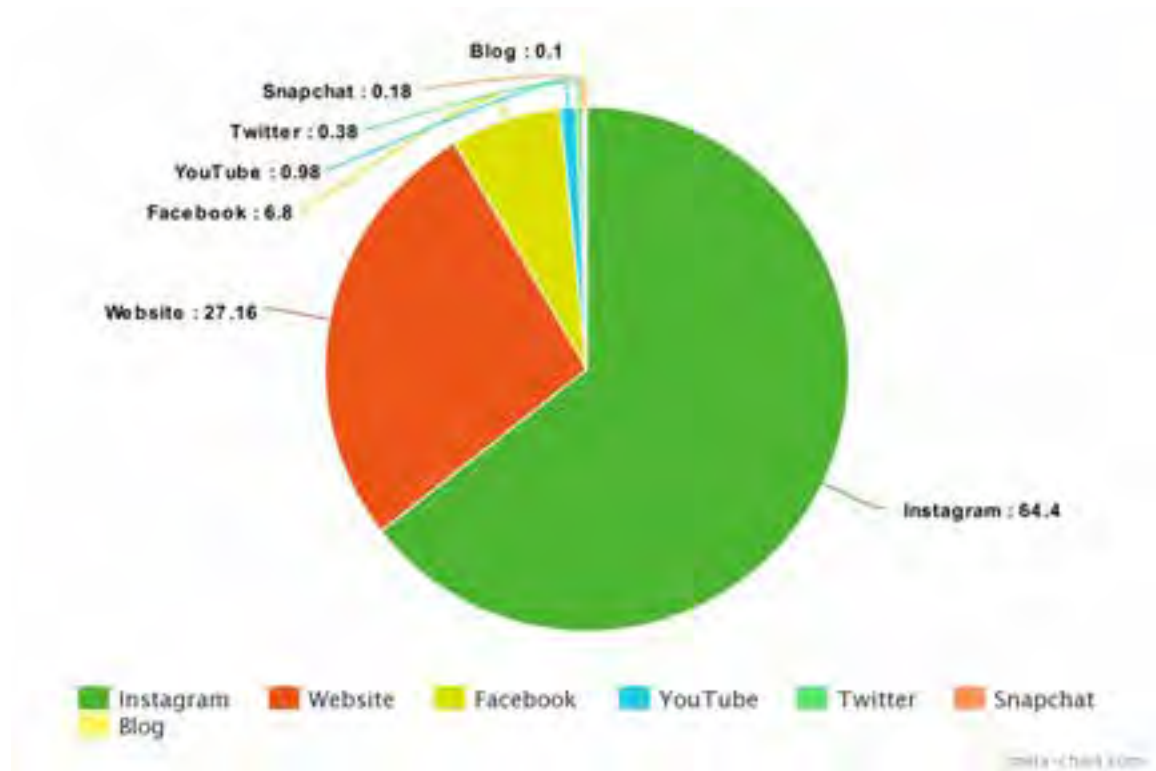
MY Networks That Get the Most Traffic

Where do I attract my biggest audience, thus giving me my biggest area of opportunity?

Figure 2:

Network	Traffic Metric
Instagram	64.4
Personal Website	27.16
Facebook	6.8
YouTube	.98
Twitter	.38
Snapchat	.18
Blog	.10

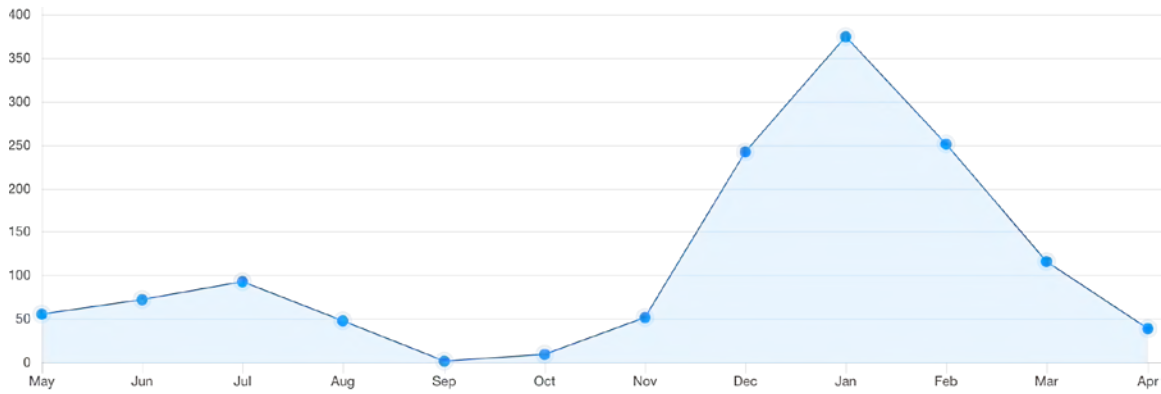
Figure 3:



Current Results:

Current online business website traffic stats: (It peaks when I have current litters for sale.)

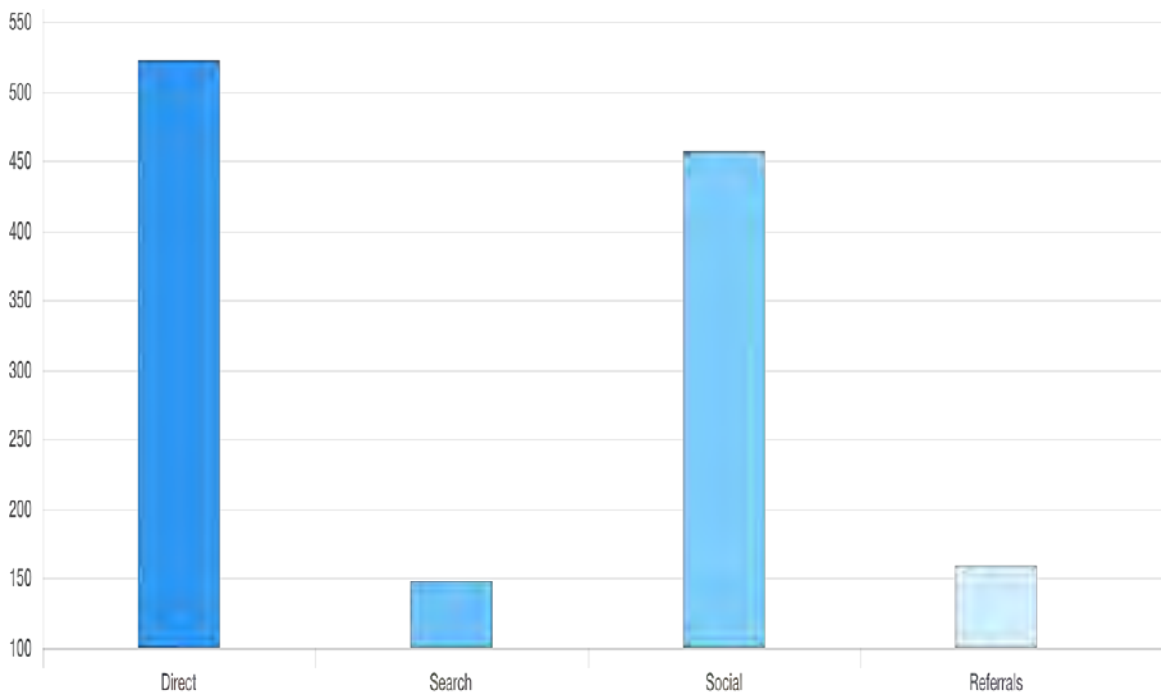
Figure 4:



* Top Country: United States with 1,137 visits in the last year.
* Brazil comes in 2nd with 87 visits.

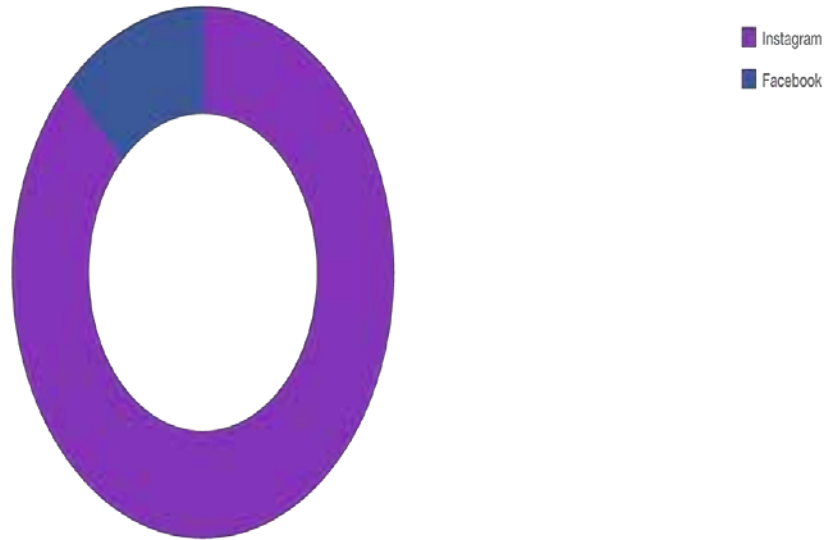
Figure 5:

How do most visitors reach my website:



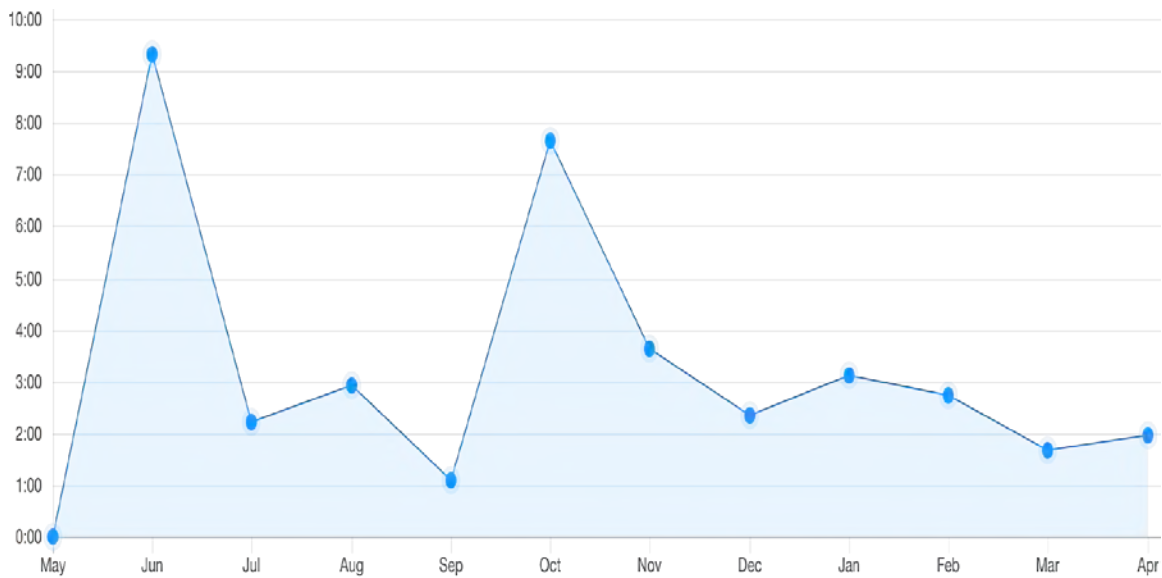
Which social media site drives the most traffic to your website? (Instagram and Facebook)

Figure 6:



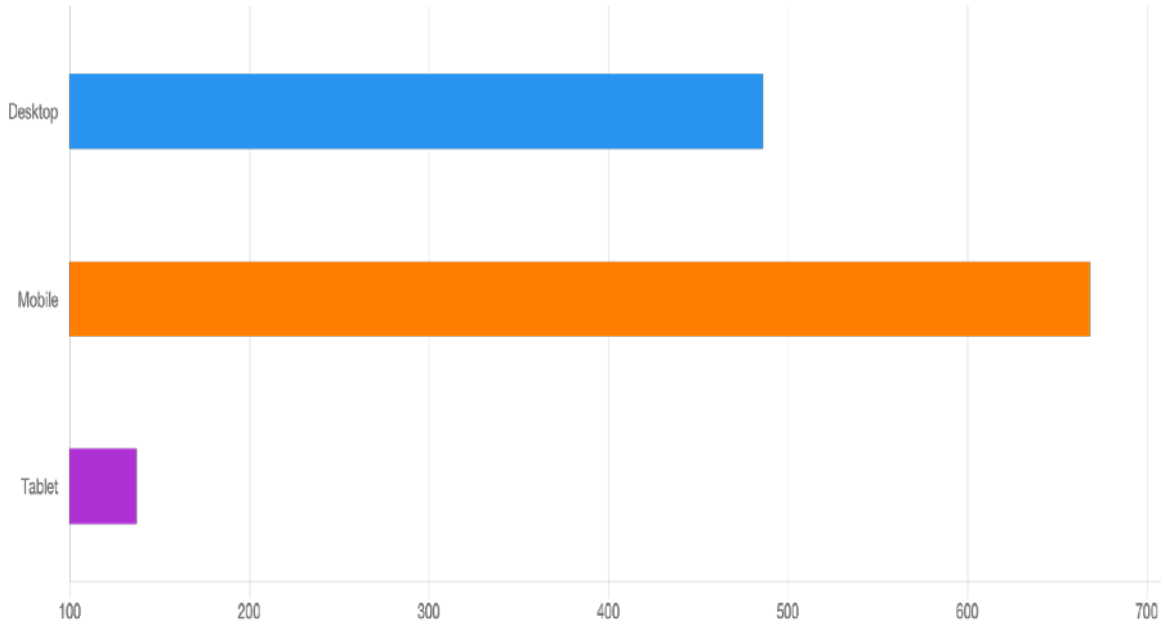
What is the average amount of time spent on your online business website: (3:31 Minutes)

Figure 7:



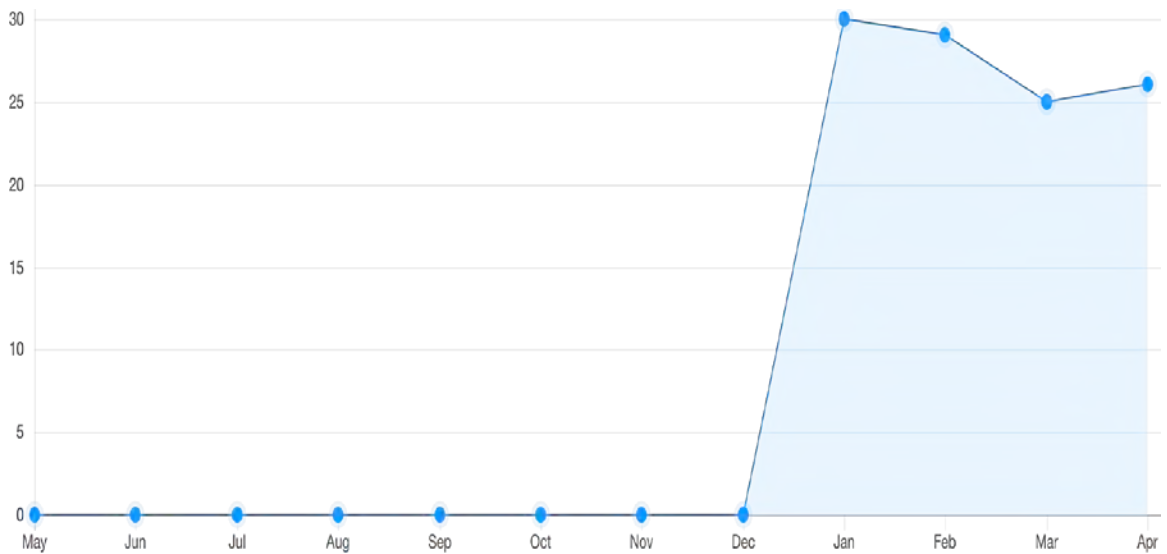
Which devices is your website most accessed from? (Make website more mobile friendly.)

Figure 8:



Free Service (Training Tips) Blog Visits:

Figure 9:



Conclusion:

Throughout this project I have learned a great deal about in-person and online communication. Becoming a more skilled communicator has had a positive impact on my personal and social interactions, both with this business and in my professional and personal life.

I have learned a lot throughout the creation of this business about the importance of ethical and effective communication, both of these things are vital when sending out messages and responses. By analyzing in-person and online communication skills, I have better identified my strengths and weaknesses, which has allowed me to grow and develop into a much better communicator.

The desired outcome for this project was to create a small online business, based upon a hobby and passion of mine. Throughout this project I have gained a large customer base and group of followers by using various social media sites and have made this small business profitable. I have learned what works for my particular online business and what doesn't work. I have been able to gather results based upon my efforts, therefore enabling me to come up with a better more refined communication plan for this business going forward. I am excited for the opportunity this Capstone Project has given me to share my knowledge and experience of hunting and the American Brittany breed with others.

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BUSINESS PLAN: (Appendix A):

Wrights Brittany's BUSINESS PLAN

Prepared by:
Brandon Wright

91 West 2825 North Circle
Cedar City, Utah 84721

Phone: 4358513702

Email: wrightsbrittanys@gmail.com

Website: <http://www.wrightsbrittanys.com/>

I. EXECUTIVE SUMMARY

Wrights Brittany's (referred to from hereon in as the "Company") was established as a Sole Proprietorship at 91 West 2825 North Circle, Cedar City, Utah 84721 with the expectation of rapid expansion in the dog breeding, upland game hunting guide, and dog training industry.

Business Description

The Company was formed on 04/01/2016 as Sole Proprietorship headed by Brandon Wright. Wrights Brittany's are professional guide dogs for the Lazy JW Hunting Club and come from top quality bloodlines which include over 101 champion dogs (NFC, NAFC, AFC, DC, DH, FC, JH champions.) It is our goal to seek out bloodlines that not only have champions but also have a natural drive with excellent hunting instincts. All of our dogs are truly gifted with instinctual abilities with pointing, retrieving, honoring, and hunting dead. Whether you want a fabulous family companion, a Brittany that will win field trials for you or a dog that will hunt so well it will make your friends dog look like a rookie, you have come to the right place. Our dogs have big passion, natural drive, and stamina in the field. We are proud of our dogs and reputation as responsible breeders and trainers of pedigreed Brittany's. All puppies produced from our litters include a 3-year written guarantee against genetic defect/disease as well as a guarantee for their ability to hunt.

Wrights Brittany's has been training, hunting, breeding, and guiding since 1995,

we officially established these services into an online business in April 2016.

Here are the qualities that our Brittany's possess:

- Excellent Bloodlines
- Professional hunting guide dogs
- AKC registered
- Natural drive to hunt
- Outstanding nose
- Natural retrieving drive
- Stylish pointing
- Naturally honors
- Natural instinct to hunt dead
- Willingness to please
- Great family pets inside/outside
- Great with kids
- Excellent physical qualities (size, length, height, coloring, markings)

New Service

The Company is prepared to introduce the following service to the market: Dog breeding, upland game guiding services, and dog training. See our website for current and upcoming litters, as well as for pricing and information on guiding and training services. As a free service to you, we have set up a blog that offers free basic

training tips for you and your dog.

II. BUSINESS SUMMARY

Industry Overview: In the United States, Dog breeding, upland game hunting guide, and dog training industry presently makes between 6000\$ - 20,000\$ dollars in annual sales.

Research shows that consumers in this industry primarily focus on the following factors when making purchasing decisions:

- Pedigrees / Bloodlines
- Reputable Breeder
- Dogs Proven Skills
- Cost
- Experience
- Dame and Sire of dog

III. MARKETING SUMMARY

Target Market: The Company's major target market is as follows:

- Individuals seeking a hunting companion and/or hunting dog.
- Individuals seeking professional guide service for upland game hunts and adventures.
- Individuals seeking family pets.
- Individuals looking for an excellent field trial dog.

- Individuals seeking dog-training services, tips and advise.
- Individuals seeking pup from an excellent bloodline
- Individuals seeking Brittany dog stud services for their own female Brittany.

The estimated number of potential clients within the company's geographic scope is 35,000.

Services:

First-rate service is intended to be the focus of the company and a cornerstone of the brand's success. All clients will receive conscientious, one-on-one, timely service in all capacities, be they transactions, questions, service, conflicts or complaints. This is expected to create a loyal brand following and return business.

V. FINANCIAL PLAN

* Attached to the bottom of this document in the section labeled “Outcomes” we have provided the following financial information: “Summary of last year’s earnings”

(Appendix F)

WEBSITE CREATION: (Appendix B)

Wrights Brittany's (Home page)

WRIGHT'S BRITTANYS
Established 1999

Home | About Us | Services | Contact Us | Privacy Policy | Terms of Service | Sitemap

<p>Wendy Wendy is a beautiful female with a white coat and brown patches. She is a very sweet and loving dog.</p>	<p>Jack Jack is a handsome male with a white coat and brown patches. He is a very energetic and playful dog.</p>	<p>Wendy Wendy is a beautiful female with a white coat and brown patches. She is a very sweet and loving dog.</p>
<p>Jack and his loving partner Jack and his loving partner are a very sweet and loving couple. They are a very energetic and playful couple.</p>	<p>Wendy (2nd) Wendy is a beautiful female with a white coat and brown patches. She is a very sweet and loving dog.</p>	<p>Wendy Wendy is a beautiful female with a white coat and brown patches. She is a very sweet and loving dog.</p>
<p>Wendy Wendy is a beautiful female with a white coat and brown patches. She is a very sweet and loving dog.</p>	<p>Wendy (3rd) Wendy is a beautiful female with a white coat and brown patches. She is a very sweet and loving dog.</p>	<p>Wendy Wendy is a beautiful female with a white coat and brown patches. She is a very sweet and loving dog.</p>

wrightsbrittanys@gmail.com
435-831-3704

f a

Wright's Brittany's (About or Brittany's)



Wright Brittany's (Boss)

WRIGHT'S BRITTANYS

Established 1982

Home About our Brits Boss Dogs Shady Links Photos Contact Us



Boss

Boss is a natural hunter with intense drive and passion for birds. Boss does not give up and will hunt all day long like a mad man! He will run big if you like to or stay close if needed. Bosses Pedigree has 40 Champion dogs with 14 National Champions, 28 FC Champions, 23 AFC Champions, 8 DC Champions, 1 JH champion. Here are just a few of the many great Brittanys in Boss's bloodline:

- EC Felter's Riv'n Lobo (Bosses Sire)
- Nolan's Last Bullet * (His six Acch and 22 x NSTRA championship are still the Most Championships attained in NSTRA history)
- EC AFC Lobo's Rebel Dogg
- EC Mo-Kan Playboy
- EC AFC The Time Machine
- NFC DC AFC Shady's Tia Maria
- NFC FC Boss's Blaze

Boss, along with all of my Brittanys, is a proven professional guide dog for Lary JW hunting club. Not only do my Brittanys hunt farm raised birds for the hunting club I guide for, but they are also amazing at hunting the wild birds as well. Every year Boss gets on over 1000s wild birds such as Gambels Quail, California Quail, Hens, Chucker's, Ruffed Grouse, Blue Grouse, Sage Grouse, and Pheasants).



Wrights Brittany's (Jade)

**WRIGHT'S
BRITTANYS**
Established 1995

Home About our dogs Home Jade Shady Contact Photos Contact Us More

Jade

Jade is an all around great girl with tons of natural instinct, she is a great pointer and solid retriever. Jade is my oldest son (Jesse's) Brittany and he spends hours every day with Jade training, running, hunting, and playing. They truly have a special bond. Jade has 26 Champion dogs in her amazing pedigree with 3 National Champions, 16 FC Champions, 10 AFC Champions, 4 DC champions, 3 JH Champions. Here are just a few of the outstanding Brittanys in Jade's bloodline:

- FC AFC Rosie's Re-Fry
- FC AFC Gunrunner's Lady's Man
- FC Desert Rose IV
- FC AFC Chubasco II
- NFC FC Bean's Blaze
- NFC DC AFC Tequila's Joker
- NAFC FC AFC Jade's Son Of A Gun Runner

Jade along with all of my dogs are professional hunting guide dogs for the Larry JW Hunting club. Every year our Brittany's hunt wild birds in Utah, Idaho, Arizona, Montana, Nebraska, and Nevada killing (Gambel Quail, California Quail, Hens, Chucker's, Ruffed Grouse, Blue Grouse, Sage Grouse, and Pheasants). Each year Jade gets onto 1000+ wild birds and it's a joy to watch her. Bowe and Shady work as a team to get the job done.

Wrights Brittany's (Shady)

WRIGHT'S BRITTANYS

Established 1995

Home About our Brits Shady Dogs Shady Litters Photos Contact MyB

Shady



Shady is a big, tall, long and beautiful Brit. She is a die hard hunter that "hunts dead" better than any Brittany I have ever owned. Shady is kind, loving, and just loves to be petted. Shady has 33 Champion dogs in her outstanding pedigree with 11 National Champions, 23 FC Champions, 17 AFC Champions, 8 DC Champions. Here are just a few of the Brits from Shady's pedigree:

- Nolan's Last Bullet* (DBs 6x Amth and 2x a NSTRA championship are still the Most Championships attained in NSTRA)
- DC Shadow Attack
- NYC FC AFC Shambo's Dark Shadow
- NEC NAFC FC AFC Just Call Me Roy
- NEC DC AFC Topilla's Joker
- NFC DC AFC Gambler's Ace in the hole

These are just a few of the many great Brittanys in Shady's line. All of my Brittanys are proven professional guide dogs for Lazy JW hunting club. In addition to being professional hunting guide dogs, this year alone on personal recreation hunts my dogs have got into over 2000+ wild birds and retrieved many of those that were shot. My Brits are outstanding at hunting upland game such as: Gambler Quail, California Quail, Wrens, Chaco's, Ruffed Grouse, Blue Grouse, Sage Grouse, and Pheasants. We love to hunt all over, year we have hunted in (Utah, Arizona, Nevada, Montana, Idaho, and Wyoming).



Wrights Brittany's (Litters)



The image is a screenshot of a website for "WRIGHT'S BRITTANYS". The header features the name in a large, serif font within a white oval, with "Established 2002" below it. A navigation menu includes links for Home, About us (Breeds), About, About, About, Library, Photos, Contact, and More. The main content area is titled "Upcoming/Current litters" and contains the following text:

Upcoming/Current litters

- *Current litter: Dam (Bode) Sire (Boss) Born 1/12/17 6 total puppies with 4 males and 2 females. There are no more pups available from this litter.*

Taking deposits now for Jade's and Boss's litter (\$500 deposit to hold your pup and \$700 upon receiving your puppy (\$1200 total)

Females (reserved)

1. Jim C (Cedar Ur, UT)
2. Alan H (Dartfield, CT)

Males (reserved)

1. Alan M (Hemlock, MS) (Silver and white)
2. Leigh Ann (New Orleans, LA) (Silver and white)
3. Paul and Just M (Buckeye, AZ) (White and orange)
4. Leah O (Albuquerque NM) (Orange and White)

Go to my [contact page](#) to reserve your puppy or call me at 1-435-891-3702 (Bradley Wright)



Wrights Brittany's (Photo's)



Wrights Brittany's (Contact)

**WRIGHT'S
BRITTANYS**
Established 1995

[Home](#) [About our Britts](#) [Buns](#) [Jacks](#) [Shandy](#) [Litters](#) [Photos](#) [Contact](#) [More](#)

Contact : Brandon Wright

Email: wrightsbrittanys@gmail.com
Phone: 435-851-3702

Name:

Email:

Phone:

Address:

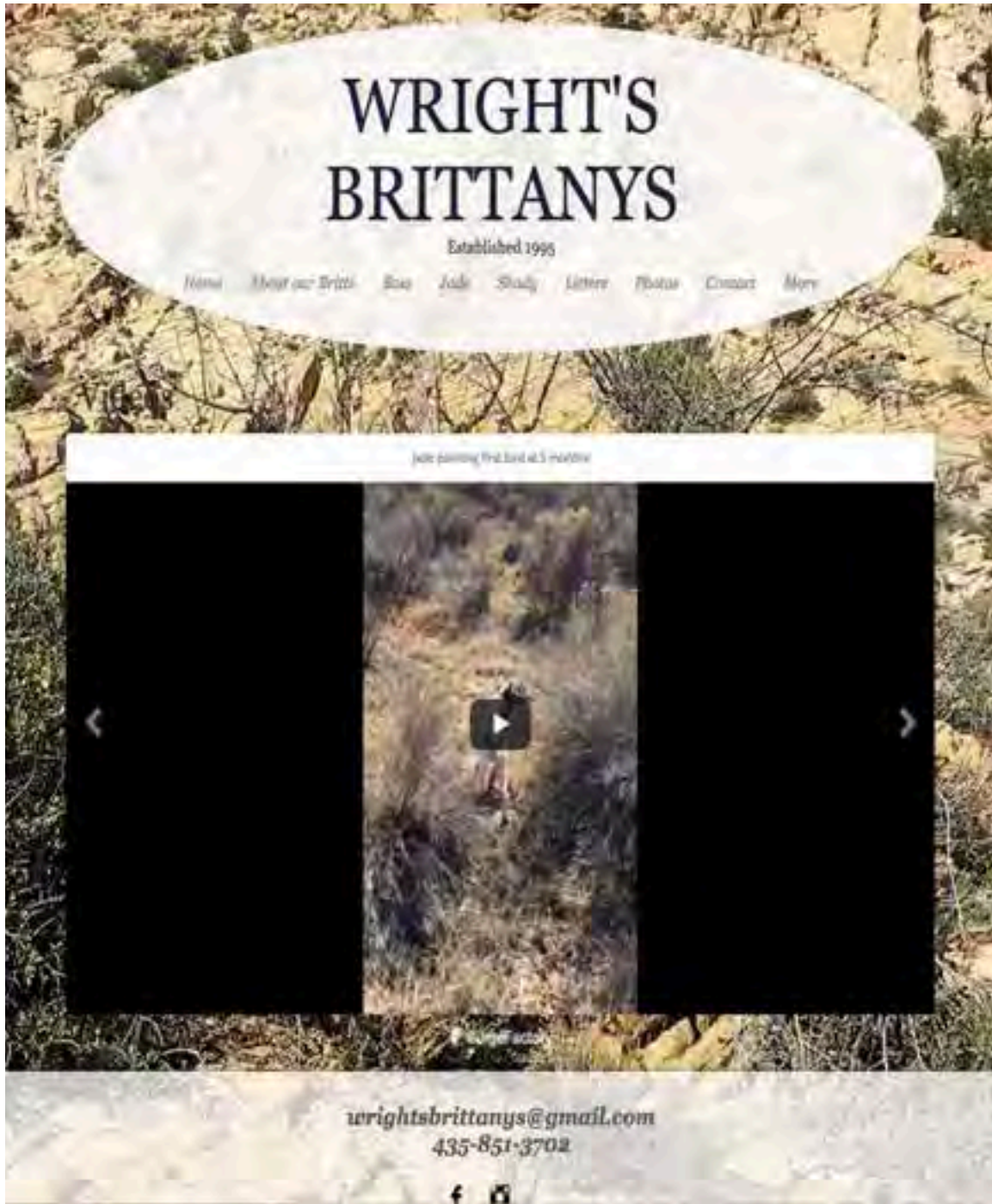
Message:

Send

wrightsbrittanys@gmail.com
435-851-3702

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Wrights Brittany's (More/Video's)



Wrights Brittany's Blog: (Appendix C)



SOCIAL MEDIA MARKETING / ADVERTISING PLAN AND STATISTICS:

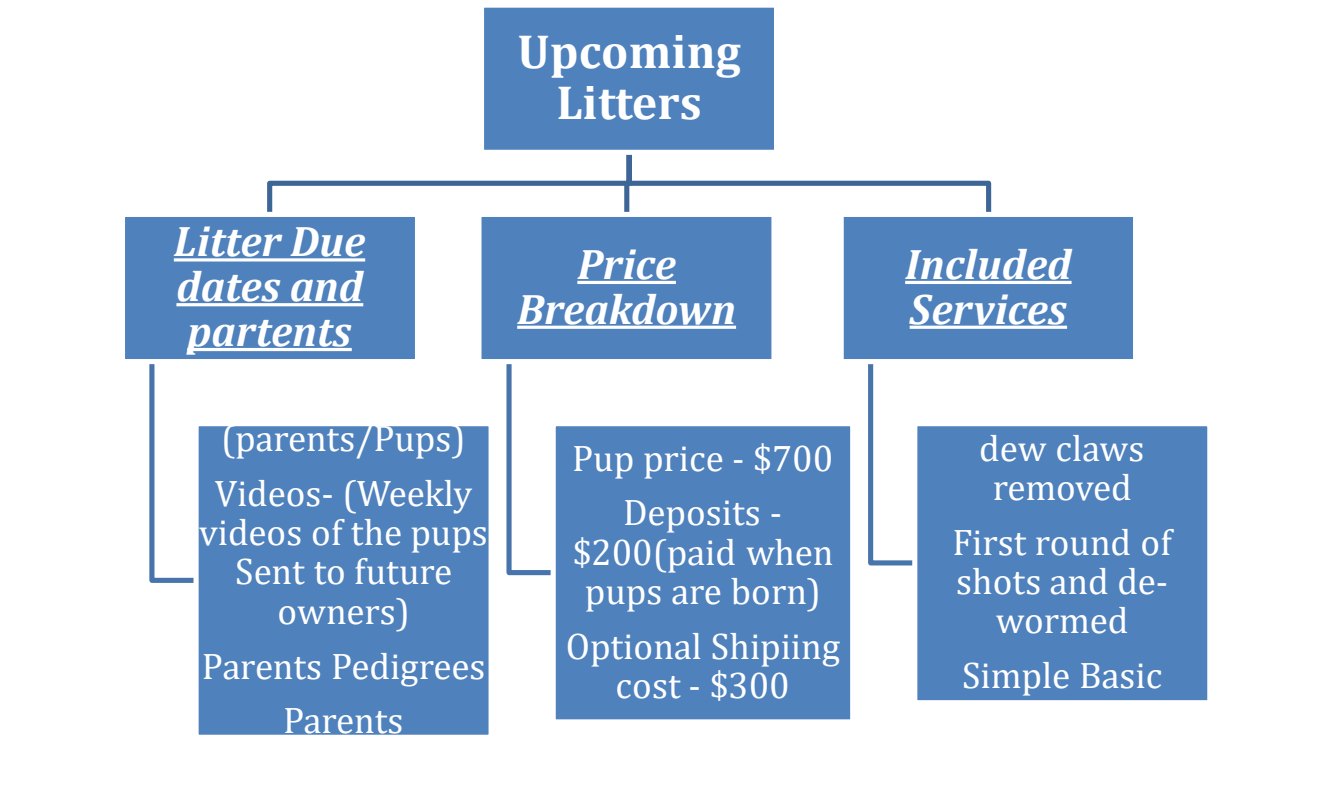
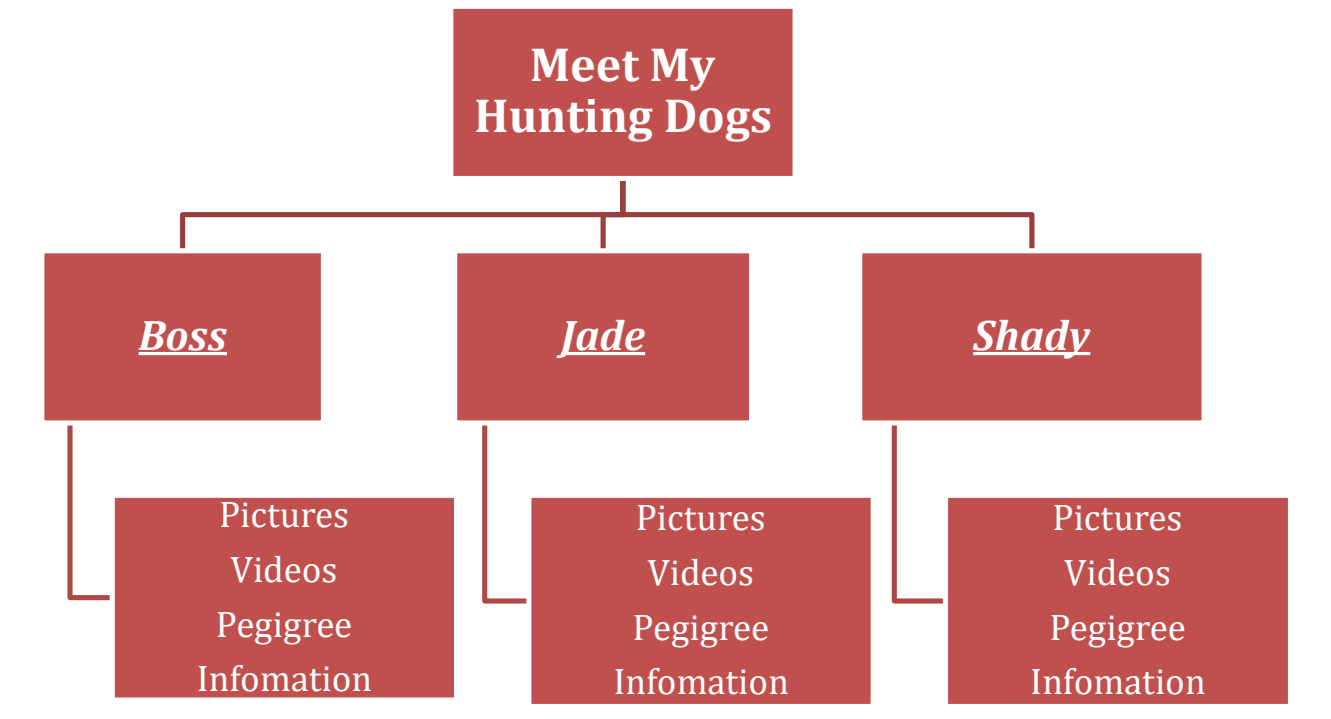
(Appendix D)

Content Shared Plan

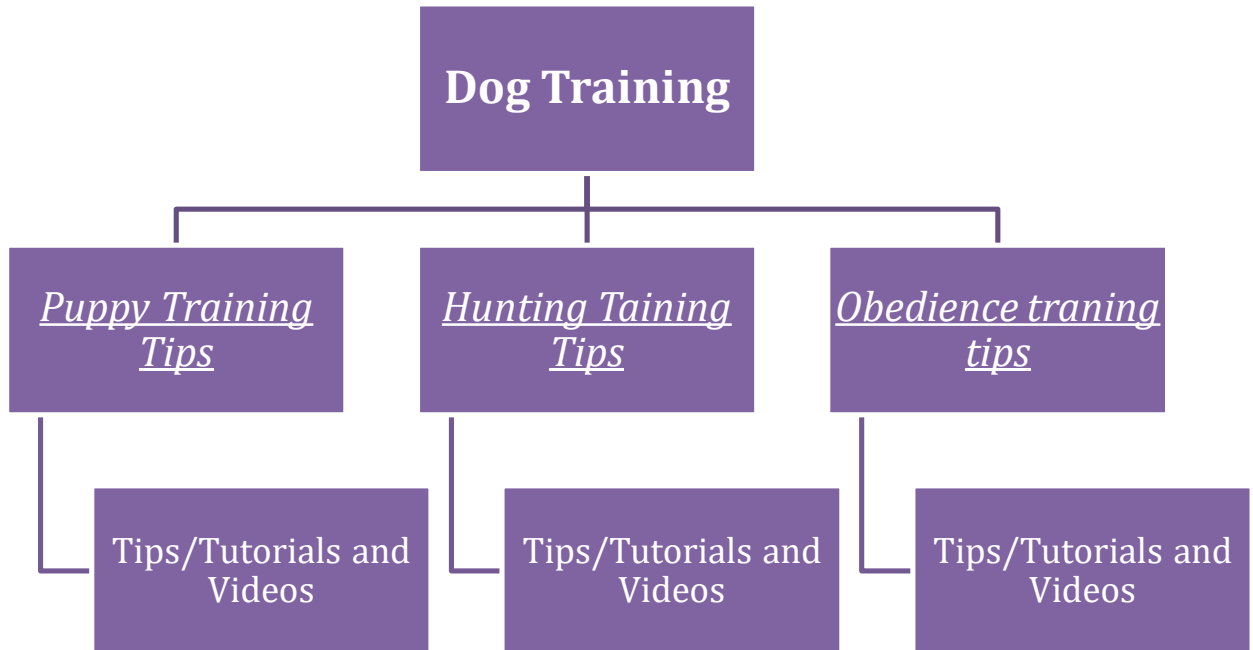
Topics Of Expertise

Topics and subtopics of the content to share on social networks

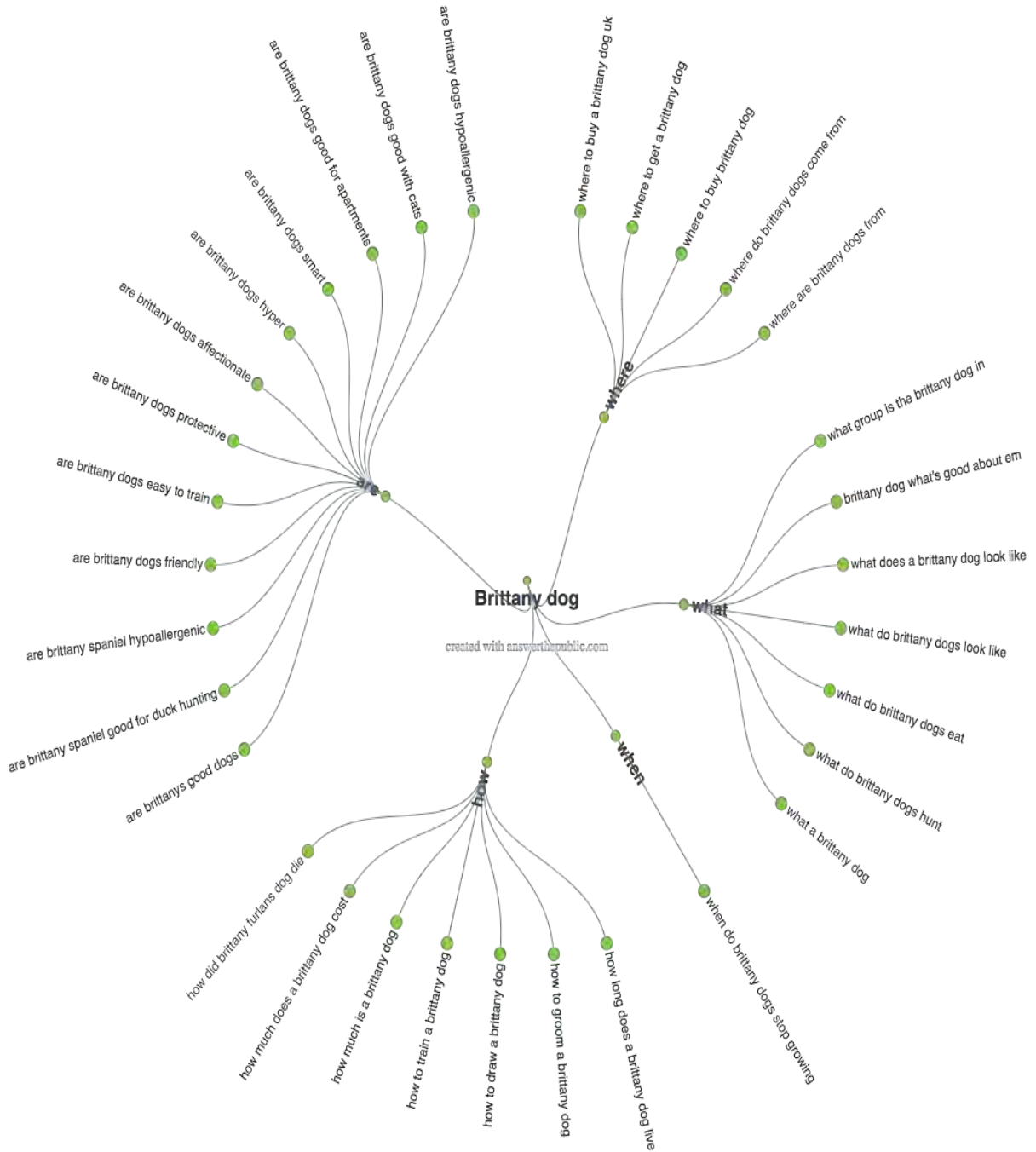
- Meet my hunting dogs
 - Boss, Jade, Shady
- Upcoming litters
 - Purchase a puppy
- Schedule your guided hunt
 - Where I guide / Prices
- Dog Training
 - Proven Tips







Questions most often asked about Brittany Dogs online:



Future Plan Based on Research and Results:

Instagram: <https://www.instagram.com/wrightsbrittanys/>

Post once a day using pictures and/or videos. Attract new followers by adding proper hash tags and by following potential customers, and people with like interests.

* This company is primarily visually based. Instagram is best suited as a strong visual source, which is key to this company's success. Post videos and pictures often.

* This media source is optimal for attracting attention to the product, can be optimal in driving website or blog visits if done correctly.

* Current Instagram page has more followers than any other social media site.

Total of 3,051 followers and an average of 545 interactions per post.

Personal Website: <http://www.wrightsbrittanys.com/>

Post on website once or twice a week. Post pictures, videos, information, services, and contact info. Provide a link to blog, Facebook, and Instagram.

* Websites are the best place to outline and showcase your business in one place.

* Creates customers worldwide and expands business beyond your current location.

* Keep website easy to navigate and professional looking.

Facebook Page: <https://www.facebook.com/wrights.brittanys.1>

Post once per day. Short informational bit on company preferably with a picture, and be sure to add a link to website and blog.

* Facebook sends more traffic to business website than any other social media site.

* This site is geared more toward information.

- * Creates positive word of mouth for business

YouTube Account:

<https://www.youtube.com/channel/UCKffcpFABpx011N20aC1VtQ/featured>

Post a video every two weeks. Post dog training videos and videos of dogs in action guiding, pointing and retrieving.

- * YouTube is great for building an identity and showing your business personality.
- * This site can be used to demonstrate your expertise.
- * YouTube can be used to create a community among those that share your interests and to learn from each other.

Twitter: [WrightsBrittanys@Bwrightbritts](#)

Post once a week. Such as small conversation starters.

- * Twitter works well to spark conversations, if your tweets are worded correctly.
- * Provide practical solutions to problems your potential customers face every day.
- * Ask followers to re-tweet and share your tweets with others.

Blog: <http://www.wrightsbrittanys.com/blog>

Post once a week on blog. Keep blog different from website, by using it as a customer service tool only. Use for tips and tricks. Customer service will sale.

- * Blogging helps convert traffic into paying customers.
- * Builds relationships
- * Creates conversations and opportunities for you to give advice and ideas to others thus building a positive relationship

Social Media Posting Schedule and Content Sharing Plan:

Figure 10:

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Website Update And Blog Update 1:00 pm	Facebook 12:00 Noon	Instagram 5:00pm	Facebook 2:00 pm	Tweet 3:00 pm	Instagram 5:00pm	YouTube/ Snapchat 10:00 am (Rotate weeks)

Future Social Media Goals:

- * Find people all over the US that are interested in hunting/hunting dogs and get them to follow me on social media. The #1 reason I am using social media is because it gives me the opportunity to reach people from all over that are interested in this particular hobby.
- * Use Google analytics and similar sites to track what works and what doesn't work for marketing and advertising this small business. Check the stats bi-weekly.
- * Set up clear and to the point websites and social media posts daily. Make these posts interesting and eye catching.
- * Get potential customers to interact with me by asking questions and responding quickly.
- * Make the online business website more mobile friendly

Online Ad: (Appendix E)

Wrights Brittany's is proud to announce our newest litter that was born 1/12/17. Jade had 7 puppies total with 4 males (2 liver and white and 2 orange and white) that are still available.

Please visit our website for more info.

www.wrightsbrittanys.com

Brittany's are an outstanding breed. They are easy to train, and have amazing natural hunting instincts. They are also a wonderful family dog and great with kids. In my opinion they are the perfect breed for companionship as well as an outstanding hunting partner. Both mom and dad are proven hunters with extensive experience as professional hunting guide dogs for the Lazy JW hunting Club. Jade and Boss this year alone got into 1000+ wild birds and they both work very well with my other Brittany's to get the job done. If you want an outstanding pup with proven hunting parentage this is the litter you want to get pup from.

Our puppies are \$700 a pup \$200 to reserve and \$500 when you pick up your puppy.

* All of my Brittany's are registered with the AKC

* The Sire and Dam have outstanding champion pedigrees

Boss (Sire) Pedigree has

40 Champion dogs with 14 National Champions, 28 FC Champions, 23 AFC Champions, 8 DC Champions, 1 JH FC Felters RevN Lobo (Bosses Sire)

Jade (Dam) has 26 Champion dogs in her amazing pedigree with 5 National Champions, 16 FC Champions, 10 AFC Champions 4 DC champions and 3 JH Champions

Financial Outcomes (Appendix F):

Yearly Income:

Litter / Puppy Sales	\$4,200
Professional Guide Services	\$ 1,200
Training Services	\$ 300
Stud Services	\$ 0
Total	\$5600

Related Expenses:

Vaccinations	\$ 75
Food and Supplies	\$200
Pup Tails Docked	\$60
Website Yearly Fee	\$125
Total	\$460

Total Profit: \$ 5,140