



Vickie's VIEWS

Success Stories from 2009

We've all been hearing a lot of bad news from last year about layoffs and businesses closing their doors, but I know of a few businesses that actually did well in 2009. These are all companies - clients of laPLANette - that have had business plans in place for the past few years, have kept the plans updated to keep pace with the changing environment and have consistently followed the plans they've laid out.

Company 1

Introduced a new product line in 2009 and continued to invest in marketing while managing costs very closely. As a result this company:

- Grew Revenue by 15%
- Generated a 13% profit
- Added staff
- Owner was paid a salary

Company 2

Refined their marketing strategy to target larger clients which allowed them to increase the scope of projects they worked on. They did fewer projects in 2009 but at a higher price. As a result this company:

- Grew Revenue by 28%
- Generated a 10% profit
- Will be adding staff in 2010
- Owner was paid a salary

Company 3

2009 sales were down but it was still the 2nd best year ever in the company's history. They focused on customer service and managed expenses very well. As a result this company:

- Generated a 4% profit
- Added staff in 2009
- Will be investing in marketing in 2010
- Owner was paid a salary

All of these companies were successful in 2009 in part because they had a plan and they executed on it. They adapted to changing market conditions and looked for new opportunities for growth. How many of you are happy with

your 2009 results? Are you building a company of value that pays you the income you deserve? If not, let 2010 be the year that you refocus on strategically growing your business. The key is having an actionable plan that outlines a clear path to success and profitability.

Vickie
Vickie Olson

Planning for Success:

Springtime means the plants are blooming again. Is your business plan helping your business bloom too?

Business NEWS

Work Smarter, Not Longer

By David Port | Entrepreneur Magazine - December 2009

For the complete article, please visit:

URL: <http://www.entrepreneur.com/magazine/entrepreneur/2009/december/204088.html>

Brett Schklar built Market Creation Group into Denver's fastest-growing private company by working fewer hours and relying on shrewd planning and execution. Some of the keys:

- Make sure somebody needs what you are offering. Identify a niche - a void your company is uniquely positioned to fill - and exploit it.
- Define the types of clients you want. And avoid the ones you don't. They're not worth the trouble.
- Tap your network. Known quantities offer fewer unpleasant surprises.
- Hire people to bolster your weaknesses. The goal is to build a balanced, highly capable staff.
- Plan, plan, and plan some more. "It's about having a big, awesome long-term vision, plus a staged approach to growth," Schklar says.
- Make team members privy to your company strategy. "That gives everybody a compass," he explains, "and leaves less room for error."

Deliver superior work. Satisfied clients are sticky clients. In 2008, Schklar notes, Market Creation Group doubled its revenue without adding a single new client.

Spotlight

Kelly Quashnie

Founder, Creative Director of Studio Cue

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Kelly Quashnie is the founder and lead Creative Director of interdisciplinary design at Studio Cue. Her experience working both as part of a large creative agency as well as client-direct has equipped her to partner with clients of all sizes and categories to handle major branding programs, advertising campaigns, website and interactive projects. Kelly is a tireless advocate for building brands that are strategically sharp, unique in their marketplace, and that succeed to connect with their audience in meaningful ways. She has worked closely with many leading marketers including Circle K /76, Saturn, Phoenix Children's Hospital, illyEspresso, Herzog-Meier, Shands Healthcare, Oregon Automobile Dealers Association and Providence Health & Services, as well as emerging companies and non-profits including Beaverton Education Foundation and the MLD Foundation. The spectrum of her creative expression is as diverse as the clients Studio Cue serves.



Kelly serves as an executive board member of the Beaverton Arts Commission, where she promotes the integration of all forms of art to the community at large. She is an active member of the Beaverton Area Chamber of Commerce, serving on the Business Matters! committee to provide business professionals with practical, effective advice for saving money, making money and building business connections. Kelly has been recognized for her creative vision and innovation in communication design by the American Art Institute of Graphic Arts (AIGA), Michigan Advertising Federation, and her work has been published in several graphic design books by Rockport Publishers.

Hilton Hotel
921 SW 5th Ave.
Portland, OR 97204

WEO Connect and Grow Event

Tuesday, April 13 2010

5:45 to 8:30pm

Kells Irish Pub

112 SW 2nd Ave.

Portland, OR 97204

http://www.oregonweo.org/weo_calendar

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Events

Love's Labours Lost by William Shakespeare

NW Classical Theater

Mar. 19 through April 18

Shoebox Theater

2110 SE 10th Ave.

Portland, Oregon 97214

<http://www.nwctc.org/>

Women in Business Awards Luncheon

Thursday, April 8 2010

11:15 to 1pm