



## Newsletter

# Easy Step Solutions, LLC

*Simple solutions to small & start-up business planning...*

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## Seminars

We had recently conducted our first seminar "Successfully Launching Your New Business." It was held at the Jacksonville Beach Golf Course Club House.

Survey results of those who attended found the seminar to be very informative and useful. Easy Step Solutions will be conducting seminars at the same location in the future. We can also provide specialized on-site training to meet your company's needs. Please contact us for more information.



Sincerely,

Jeffrey D. Wilke, B.A., M.B.A.

## Basic Forms of Business

The basic forms of doing business are as follows: Sole Proprietorship, Partnership, LLC, S-Corp and C-Corp. When choosing one of these forms be sure to consult an attorney and an accountant.

There are also several factors to consider when choosing one of these forms of business:

- How many owners will there be?
- How much personal liability protection will you need?
- How would you like the business to be taxed?
- Would your business benefit from being able to sell stock?
- How formal do you want the business to be structured?

Registration is inexpensive and we can help with this process, contact us for more information.

## Developing Your Mission Statement

Developing your organization's mission statement is the first step of the strategic management process and plays a key role in defining the organization's reason for being in business. Research has shown that an effective and properly implemented mission statement can have a positive effect on the organization's performance.

The mission statement describes the organization's purpose and its core competencies. By defining your business concept, you also drive your management team to accurately describe the scope of the company's products and or services.

A well developed mission statement will answer the following questions:

- Who are we?
- What do we do best?
- Who are the organization's customers?
- Where do we compete?
- What are the organization's values and ethical priorities?
- How do we value our employees and other stakeholders?
- What is our commitment to growth and profitability?



An effective mission statement is formulated when the organization has clearly identified its unique identity and business emphasis as well as the standards that it will use to guide them in pursuit of its organizational goals. We can also develop your mission statement, contact us for more information.

## Marketing 101

The first key step in the marketing process is to identify your total market, then to divide it into smaller workable segments based on the buyers needs, characteristics or behaviors. Each segment is a group of consumers who respond in similar ways to your marketing efforts. This entire process is referred to as *market segmentation*.



After you have defined your market segments, the next step is deciding which segments to enter. This is accomplished by evaluating each segment and selecting the ones that will likely generate the greatest customer value over time. This process is called *market targeting*. We can provide you with all the necessary marketing assistance as well, contact us for more information.

## The AMA/HRI Innovation Survey of 2006

New survey results reveal that the top 4 reasons for pursuing innovation within organizations are:

- To respond to customer demands
- To increase operational efficiency
- To develop new products/services
- To increase market share

## Other ways in which we can help your company..

- Administration & management assistance
- Onsite Notary Service
- Customer Relationship Management (CRM)
- Human Resource Management (HRM)
- Coaching & Professional Development
- Performance Evaluation
- Onsite Training