

# MARKETING PLAN



## Estimate of Sales

Sales are estimated at \$101,304 by Year Two of operations. This projection is based upon 85% occupancy of the 6,000+ square feet of leasable space at the market rate of \$1.45 per sq. ft.

This also includes \$5700 from virtual tenancy and another \$1200 for fees (See Financial Tables on Page 32). The customer base is made up of businesses that need office and/or lab space and will also value the availability of:

- Business networking opportunities, including introductions to principals at the two large biotech enterprises in Ravalli County, NIH RML, GSK, the local medical community, including MDMH, and The University of Montana.
- Investor introductions.
- Business mentoring opportunities.
- Business infrastructure, including bookkeeping, financial management,

marketing and government contracting support.

- Common areas including state-of-the-art conference rooms, copy, print and fax room, cafeteria, storage facilities.
- Quality of life in the Bitterroot Valley located in Ravalli County, Montana.
- Nearby open space in which to expand growing businesses.

The profile of the most likely REC customer is:

- A small business entrepreneur.
- A newly established or growing company.
- Entrepreneur focused in the life sciences.
  - ▶ Researcher developing a new life-science product.
  - ▶ A potential vendor for RML, GSK, and/or local hospital.
  - ▶ A potential vendor for US Forest Service and government agencies dealing with agriculture, water, air, and soil.

## Strategy

The strategy for marketing emerges from a Value Proposition based on three tenets:

- RML BSL 4 and GSK are already here (a built-in market providing needed customers).
- REC provides a state-of-the-art facility and high quality business services.
- The REC is located in the Bitterroot Valley which has quality of life amenities few areas can match.

The RCEDA has extensive business associations in the community which has provided it a steady stream of clients. The REC will use these channels to attract tenants by promoting the enhanced services available through the new facility.

Customer prospecting will be accomplished through meetings and presentations with all of the county’s business organizations, civic clubs, and fraternal organizations. Promotion to the potential REC clients will also take place at an annual “Ravalli County Business Incubation Convention”.

Literature will emphasize the benefits of the Ravalli Entrepreneurship Center:

- Premium office space with superior common areas.
- “Our Mission is Your Success” campaign which delivers a group of business peers and professionals who will provide the support, introductions, market information, and financial contacts needed for a start-up business.

## Sales

Sales and marketing materials will be developed for the Center by RCEDA and a local marketing firm.

RCEDA is currently developing a new web portal for the existing organization. The Center will also have a stand alone, dynamic community information web site linked with the existing RCEDA site. Both sites will provide timely information delivery and interactive participation to the users. Both sites will enable a more efficient means of collaboration for projects, staff, supporters, businesses, the REC board, and advisory team members.

Naming sponsorships will generate additional awareness as well as revenue. The Center intends to offer five year terms, naming rights to the conference rooms, labs, reception and copy center.

*Our Mission is*



*Your Success*