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Swing with Me

Daniel Kyle

Boise State University

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Swing with Me

BAS/IPS 495: Capstone Project

Capstone Project Paper with Business Plan

Dr. Margaret Sass

Daniel Kyle

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Introduction to your Capstone Project

Working towards my Bachelors of Arts in Interdisciplinary Professional Studies with a minor in Business made the business plan option the most ideal. A huge passion of mine is country swing dancing. I've been dancing since 2017 when I was stationed at Quantico, Virginia as an active duty Marine. This passion of mine took flight in 2021 when I took a year of lessons from Dirt Road Dancing to fine tune and expand my skills. Halfway through that year I competed with my friend Cathy at the Idaho Fair in a country swing dance competition. We were dressed up as Woody and Jessy! We took third place and I defeated my dance nemesis in glorious dance battle. It was at this point that I envisioned dancing for a living. (Lorcher 2023)

That brings us to my business plan. I want to bring country swing dancing to Ontario, Oregon. It's not that the folks don't already swing dance here in Ontario, but that there's no professional teaching staff or regular lessons like they have in Boise. I live out here in Ontario and we have an amazing fair. What we don't have is a country swing dance competition. There is a high demand for our services and I believe we could be a treasure to the community. That's why my girlfriend and I are introducing Swing With Me!

Throughout this semester we have learned more about our demographics, demand, and competition in our local area. We have signed up for lessons to become fine tuned and become official instructors, got in touch with our potential partners, and contacted our local Small Business Development Center (SBDC) and arranged a meeting. In addition to developing our business plan we also provided free lessons to a few couples to simulate offering private lessons and our public offering of the basics for free. Finally we have also looked into and are going to attend lessons they provide here on Tuesdays and Thursdays at Cowboys to get to know the established dance community out here. (Ontario, Oregon Chamber of Commerce 2023)

Elements coming together

Innovative Approach

When I began this project I wanted to develop my vision from the beginning. So I started with a How Might I statement:

“How might I start a swing dancing business that helps the current dance community grow?”

For me I see the dance community as an extended family across the world. I’ve seen major factions rise up in our Boise-Caldwell community from some shady business practices. So my vision is to create a business that broadens and strengthens the community we have and help heal the divisions. With that in mind I came up with this Either/Or statement:

“Either I work with Dirt Road Dancing and work as one of their instructors out here in Ontario or I create my own independent business that doesn’t directly compete with Dirt Road Dancing.”

This was the tension I wrestled with during the semester. Should I start my own business or work under my friends and competitors at Dirt Road Dancing? DRD has essentially grown the community that we have in the Boise-Caldwell area. I want to build that community out here and bring it into the current dance community as well. Ultimately I have chosen to go the latter route by forming our own business.

Emotional Intelligence

In doing my research and attending the Malheur County Fair out here in Ontario and local bars I’ve seen there’s a few couples here and there that swing dance and that a ton of kids are swing dancing. One of the biggest complaints I hear about this city is the lack of things to do around here, especially on the weekends. In addition to healing the wounds of division in our

dance community I would love to be able to teach and hold lessons for the kids and adults here in Ontario. My goal is to build community and strengthen our local economy. I know that the majority of our audience is still learning the basics. Part of my business plan is to offer free lessons. This falls in line with our mission statement:

“Swing With Me puts dancers and community before profit. Our mission is to grow a community of dancers who fall in love with dancing.”

Part of building community is teaching folks the basics so they can fall in love with dancing. If that's all the mass majority of folks get from attending dance lessons from us we will consider our mission well accomplished.

Creative Thinking

When we say we are putting dancers and community before profit, we are boldly saying that we are not competing to be the best instructors in the community but rather be the best creators of community. We see country swing dancing as a lifestyle and the dancers are the family. We want to promote healthy competition but not at the expense of the love of dancing. We want to build a community of friends.

We want to be advocates for the community and grow the love for dancing up and down the border here. Unlike other groups, we are not trying to compete for space or for customers. Instead we are seeking to grow a whole new community out here in Ontario and provide another place for dance regulars to go, especially those who live closer to our side of the border.

Creating a business instead of branching out from Dirt Road Dancing, means more freedom and more autonomy, less micromanagement and more ability to execute my plans. Something our competitors are not currently doing or have segmented is working with kids. I think we could offer the parents of Ontario a unique offering to work with their kiddos learning to dance.

Your Innovative Solution

Throughout the process we learned more about the community of Ontario and what kind of offers are currently available for learning to country swing dance out here in Ontario. There is only one other group offering lessons out here in the afternoons of Tuesdays and Thursdays. (Country Dance Ontario 2023) This is a great opportunity for us to establish a niche out here with our new business Swing With Me. In anticipation of this launch we have developed our own social media and propagated it with Country Swing Dance promoters. We also will be attending those lessons discussed above to learn more about our established local community. We also decided to provide free lessons as well to 3 couples to practice instruction and teach our first private lessons. Finally We went out to local bars and restaurants and danced around the City to see who would be a good business partner and provide lessons regularly there. (Four Rivers Cultural Center 2023)

We finished our business plan and have set up a meeting with our local SBDC. We meet on the fifteenth of this month and will begin the process to become an official business entity out here in Ontario. I'm very excited for the launch of Swing With Me!

Results

Our business plan lays out over 10 different services to the community of Ontario and the surrounding area! We offer a place for the community to thrive and for locals to learn something in a safe and fun way. We will be offering free basic lessons to the general public to foster the love for dance! Our goal here is to put dancing before profit while offering private lessons for more advanced lessons and fine tuning. We will offer team touring opportunities to go to dance conventions and be able to teach at private events. We offer our services for the broad needs of the community. Working with kids and adults! For our City this is an excellent opportunity to partner with us to bring more events to the community and help establish a

competition for the Ontario Fair. We want to give this growing city something fun and safe to do on the weekends and help keep local dollars here in local businesses.

During our project we measured our impact we could have as instructors. In this way we did a services audit by providing 9 hours of instruction in private lessons with four different couples and two of their children (5 total) for free valued at \$750 dollars worth of instruction. We know all of these folks personally. They are part of my inner tribe of friends that I see regularly. Some of the feedback we got was, they were very grateful we took the time to teach them to dance, and they feel like they need a few more lessons to work on some fine tuning, that it brought them closer with their partner, me and my partner were professional and fun to work with, easy to follow. That we need to get a permanent location and we should just start teaching full time now. We got a ton of positive feedback in that regard. The only feedback we got that was negative was about one couple feeling comfortable yet to dance in public. But on the other hand they did feel comfortable dancing with their partner now.

My business partner really liked our business plan! I spent a lot of time putting heart and soul into our plan and it was received by my partner. Some of the main elements she liked about the business plan was the mission statement and our values as a business. A big part of starting off on the right foot is to start out with the right amount of heart. She also liked how I structured the services and liked the idea of teaching Acro too. Together we have a shared vision. We are meeting with our local SBDC here on the 15th to take our next step in becoming an official business.

Conclusion

In all honesty I thought I would have a much harder time finishing this capstone project. I anticipated that it might be challenging to get my girlfriend on board with it and that we could truly envision ourselves doing this for a living. However throughout the process both me and my

partner found that it was quite thrilling and satisfying teaching others to dance. She not only got on board with the vision but wants to invest more in making it a reality. This capstone project was something that got me and my partner to work together and overcome some of our hurdles. In addition to providing free and fun lessons for our friends we also were brought closer by teaching lessons.

Most of the demographics, competition, and demand was confirmed throughout my project and I was able to develop a vision for the niche I will create here in Ontario. One of the things I would have done differently is to have a more structured approach to setting goals and networking. It's something that I will work on creating so I can roadmap our success.

Appendix

Attach a link to your actual project (pictures, training documents, etc.)

Business Plan:

See end of document

Social Media Link on Facebook:

<https://www.facebook.com/groups/563098225408398/>

Pictures from one of the couples we worked with (Caleb and Katie)



Link to my previous capstone project class video:

<https://boisestate.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=3ca340a3-30e0-40d2-8fd2-b0220123ed0d>

References

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<https://countrydanceontario.rsvpify.com/?securityToken=VNjRK8um1zkBskstj20WETjioKT8Lia>

Four Rivers Cultural Center. (2018, August 23). Events. Four Rivers Cultural Center.

<https://4rcc.com/events/>

Lorcher, E. (n.d.). Country swing dance lessons: Line dance lessons: Boise, ID. Country Swing Dance Lessons | Line Dance Lessons | Boise, ID. <https://www.dirtroaddancing.com/>

Ontario, Oregon City of Commerce . (n.d.). Events. ONTARIO, OR.

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Business Plan Template for a Startup

Business

**** This plan is part of the SBA template. You can go to their website for the full version*

A startup business plan serves several purposes. It can help convince investors or lenders to finance your business. It can persuade partners or key employees to join your company. Most importantly, it serves as a roadmap guiding the launch and growth of your new business.

Writing a business plan is an opportunity to carefully think through every step of starting your company so you can prepare for success. This is your chance to discover any weaknesses in your business idea, identify opportunities you may not have considered, and plan how you will deal with challenges that are likely to arise. Be honest with yourself as you work through your business plan. Don't gloss over potential problems; instead, figure out solutions.

A good business plan is clear and concise. A person outside of your industry should be able to understand it. Avoid overusing industry jargon or terminology.

Most of the time involved in writing your plan should be spent researching and thinking. Make sure to document your research, including the sources of any information you include.

Business Plan

I. Instructions: Executive Summary

Welcome, Welcome, Welcome!

We are introducing our swing dance business concept Swing With Me (SWM). Being locals here in Ontario we would love to bring some country culture to our great city through free lessons on the basics with local businesses here. Our community is looking for more to do here and our city is growing. We plan on bringing a little country and a lot of laughter through learning the basics through free lessons and providing workshops and private lessons for more advanced dancing. We will also offer our services for events and celebrations! We will have memberships to build our core team who we plan on taking to dance conventions and competitions around the western United States. We also plan on working with the city to get a swing dance competition going on at the fair!

Over the first year we hope to build our core team who will help us build our memberships and get us into a niche here in Ontario. We would love to have a swing dance competition at the fair by the end of year two! By year three we want to have our full range of services going including holding our conventions and having a bus to take our team on trips to conventions around the country! Finally by the end of Year 5 we will have our barn and call it The Dancing Daisy Barn where we can accommodate private lessons and more at this studio!

We plan on doing this through our segmentation of our target audience. We plan on offering free lessons for beginners and offering private lessons for those seeking to become more advanced in their Swing! To encourage membership we will be giving all locals to the Ontario-Peyote area a locals discount. We know that our target audience is your typical fan of

country, beer and dancing who attend the bars regularly. They involve mostly blue collar but a few well off dancers as well who fall in love with dancing.

Our major competitor is Dirt Road Dancing but we hope to build a partnership with them as well! However since they are not local here nor do they have the instructors to work out here on the weekends or more regularly we could easily dominate this niche as we live here in Ontario! Me and my partner, my girlfriend Chelsea, plan on building our team through building strong relationships with our members and giving them a path to advance and teach their own lessons as well! We believe that everyone deserves a chance at happiness and there's nothing better than a life full of dancing!

The start up costs for our business are relatively low as this industry can operate without incurring substantial costs through operations. However to be truly successful we will need to make investments. Advertising costs are also considered low as we are sure that we can reach our target market through social media and partnering with the establishments we teach at for co-promotion. We plan on promoting our community and building a love for dance that will collectively grow a community of dancers who fall in love with dancing here in Ontario! As we help more folks learn how to dance we will also build up our savings to build our dream barn for teaching and dancing with the community. We really look up to Dirt Road Dancing and want to be able to have our own studio here in Ontario! With a studio we will be able to host more lessons and workshops. Finally we are hoping to work out with the city a way to get a competition going for the fair! I think by promoting the community through our business we can only be more successful as a business. We believe in putting dancers and community before profit which will make us all the richer!

The Executive Summary is the most important part of your business plan. Often, it's the only part that a prospective investor or lender reads before deciding whether or not to read the rest

of your plan. It should convey your enthusiasm for your business idea and get readers excited about it, too.

Write your Executive Summary LAST, after you have completed the rest of the business plan. That way, you'll have thought through all the elements of your startup and be prepared to summarize them.

The Executive Summary should briefly explain each of the below.

1. **An overview of your business** idea (one or two sentences).
2. **A description of your product and/or service.** What problems are you solving for your target customers?
3. **Your goals for the business.** Where do you expect the business to be in one year, three years, five years?
4. **Your proposed target market.** Who are your ideal customers?
5. **Your competition and what differentiates your business.** Who are you up against, and what unique selling proposition will help you succeed?
6. **Your management team and their prior experience.** What do they bring to the table that will give your business a competitive edge?
7. **Financial outlook for the business.** If you're using the business plan for financing purposes, explain exactly how much money you want, how you will use it, and how that will make your business more profitable.

Limit your Executive Summary to one or two pages in total.

After reading the Executive Summary, readers should have a basic understanding of your business, should be excited about its potential, and should be interested enough to read further.

II. Instructions: Company Description

This section explains the basic elements of your business. Include each of the below:

1. **Company mission statement**

A mission statement is a brief explanation of your company's reason for being. It can be as short as a marketing tagline (*"MoreDough is an app that helps consumers manage their personal finances in a fun, convenient way"*) or more involved: (*"Doggie Tales is a dog daycare and grooming salon specializing in convenient services for urban pet lovers. Our mission is to provide service, safety and a family atmosphere, enabling busy dog owners to spend less time taking care of their dog's basic needs and more time having fun with their pet."*) In general, it's best to keep your mission statement to one or two sentences.

Swing With Me puts dancers and community before profit. Our mission is to grow a community of dancers who fall in love with dancing.

2. Company philosophy and vision

a. What values does your business live by? *Honesty, integrity, fun, innovation* and *community* are values that might be important to your business philosophy.

Laughter: If everyone is smiling, then everyone is having a good time! The point of dancing is to have a good time. Don't be too hard on yourself.

No Such Thing As A Wrong Move: we are all learning, and sometimes your mistakes can turn into learning moments. But the most important thing to remember is that you are interpreting the dance, so you can turn a mistake into a unique move!

Each One Teach One: A good friend helps his friend learn how to dance! We encourage you to practice by teaching others what you have learned in class.

Be Kind and Be Respectful: We're all someone's child. Don't be shallow! Go out of your way to be kind to those new dancers and respect the boundaries of others. Treat this dance family as your own.

Drink Water: Trust me beer alone won't suffice. Hydrate! After two beers dancing gets more difficult due to muscle atrophy.

Be Each Other's Biggest Cheerleader: It feels great knowing that you're having a good time as a group! Celebrate each other and cheer each other on.

Look Out For Each Other: One the best parts of the dance family is that you are amongst friends. Don't let your friend get taken advantage of or too drunk. Don't let them drive home drunk!

Put Dancers and Community Before Profit: this is our community and we succeed when the community succeeds. We exist for you!

b. *Vision* refers to the long-term outlook for your business. What do you ultimately want it to become? For instance, your vision for your doggie day-care center might be to become a national chain, franchise or to sell to a larger company.

I would love to have my own studio here in Ontario and be fully active in partnership with the city to put on a country swing dance competition at the Ontario Fair. My goal is to provide something fun and good for the citizens of Ontario and to bring in surrounding communities to help our local economy and city recognition grow. Dancing is a passion of mine. I would love to be able to teach advanced courses and have an established community of dancers who want to go to conventions and put on conventions as well here in Ontario!

III. Instructions: Products & Services

This section expands on the basic information about your products and services included in the Executive Summary and Company Description. Here are some items to consider:

1. **Your company's products and/or services:** What do you sell, and how is it manufactured or provided? Include details of relationships with suppliers, manufacturers and/or partners that are essential to delivering the product or service to customers.

Our services will begin with a schedule of:

1. Free Dance Lessons at a regular establishment open to public
2. Free Line Dance Lessons at a regular establishment open to the public.

These lessons will be provided for free by our teaching staff according to a schedule we share with the public at establishments we have partnered with. We will eventually open up our own studio out here in Ontario and will provide services out of there as well!

3. Private lessons for individuals and couples with the same pricing for one or two instructors.
4. Private lessons for groups and families with the same price for one or two instructors.

These will be provided by our teaching staff at a partnering establishment, our own studio or at an acceptable location that is chosen by the clients.

5. Workshops for members and the general public to attend

This will be facilitated by our teaching staff and our partners in the dancing family like Dirt Road Dancing to bring events and lessons together for a broader community and experience.

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6. Events and special occasions we are requested to teach for.

We will be working with our best staff to attend special events by the city, clients and community events.

.
7. Have a SWM Bus that travels as a team to Conventions.

We provide the gas, a lunch and will find an AirBnB and will take our team on trips together. We want to build a cheap package that makes sure everyone who wants to go can come to conventions together.

8. Hold conventions here in Ontario.

9. Putting on a swing dance competition at the Fair.

Work with the city and partner establishments to bring the fun of dance conventions out here to Ontario. Bring the Fair another element of fun and excitement. We will work with our staff and other professionals in the dance industry to bring judges to Ontario.

10. Acro Yoga group sessions!

Me and my partner/girlfriend will host Acro jams if we get enough interested folks!

11. Memberships.

By offering memberships we can have a way to pay our staff for helping us out with dance lessons. Memberships also work the same as private lessons as they are centered around private lessons and workshops.

2. The problem the product or service solves: Every business needs to solve a problem that its customers face. Explain what the problem is and how your product or service solves it. What are its benefits, features and unique selling proposition? Yours won't be the only solution (every business has competitors), but you need to explain why your solution is better than the others, targets a customer base your competitors are ignoring, or has some other characteristic that gives it a competitive edge.

Our services solve two problems really. The first problem is there isn't much to do in Ontario on the weekend and I'd like to change that. The second problem is that there's nowhere to dance! As you have heard before, build it and they will come. If we start a swing dance business with a consistent schedule we can build that community.

3. Any proprietary features that give you a competitive advantage: Do you have a patent on your product or a patent pending? Do you have exclusive agreements with suppliers or vendors to sell a product or service that none of your competitors sell? Do you have the license for a product, technology or service that's in high demand and/or short supply?

I would say that outside of there being no swing dance business that is local to Ontario and facilitating dancing there is also a shortage of instructors. I have worked extensively with Dirt Road Dancing (DRD) in the past and plan to work with them in the future. My goal is to strengthen the dance community, not splinter it. The reality of our business is that the same customer can be shared across the dance

businesses. What I offer in addition to the skills I learned for competitive dancing under DRD I also bring with me my notoriety and well known public persona to the business which will draw my friends from the dance community to come out to Ontario as well.

4. **How you will price your product or service:** Describe the pricing, fee, subscription or leasing structure of your product or service. How does your product or service fit into the competitive landscape in terms of pricing—are you on the low end, mid-range or high end? How will that pricing strategy help you attract customers? What is your projected profit margin?

The scheduled lessons with the business(es) we partner with to facilitate lessons will be a mix of swing dance and line dance lessons for free for the general public. The goal here is to foster the love for dance. We will offer private lessons and workshops at reasonable prices for individuals and group pricings. Our goal here is to offer affordable lessons that foster long term memberships. We will offer memberships which will have additional benefits in discounts towards workshops and competitions. Event pricing will be done in packages from weddings, to parties and birthdays.

After reading the Products & Services section, the reader should have a clear understanding of what your business does, what problem it solves for customers, and the unique selling proposition that makes it competitive.

IV. Instructions: Marketing Plan

This section provides details on your industry, the competitive landscape, your target market and how you will market your business to those customers.

1. Market research

There are two kinds of research: *primary* and *secondary*. *Primary* market research is information you gather yourself. This could include going online or driving around town to identify

competitors; interviewing or surveying people who fit the profile of your target customers; or doing traffic counts at a retail location you're considering.

Secondary market research is information from sources such as trade organizations and journals, magazines and newspapers, Census data and demographic profiles. You can find this information online, at libraries, from chambers of commerce, from vendors who sell to your industry or from government agencies.

This section of your plan should explain:

- The total size of your industry
- Trends in the industry – is it growing or shrinking?
- The total size of your target market, and what share is realistic for you to obtain
- Trends in the target market – is it growing or shrinking? How are customer needs or preferences changing?

1. Product/service features and benefits

Describe all of your products or services, being sure to focus on the customer's point of view. For each product or service:

- Describe the most important features. What is special about it?
- Describe the most important benefits. What does it do for the customer?

Our services begin with a schedule of:

- 1.Free Dance Lessons at a regular establishment open to public
- 2.Free Line Dance Lessons at a regular establishment open to the public.

The importance of providing free lessons to the community is to build the love for dance and ensure that anyone can come and learn and have a great time. By providing consistency we make a place for community to exist and flourish. It also gives regulars another place to go dancing!

3.Private lessons for individuals and couples with the same pricing for one or two instructors.

4.Private lessons for groups and families with the same price for one or two instructors.

By offering private lessons we can work on improving your skills and comfortability. It can be a tool to strengthen your relationship with your partner and maybe a chance just to tune up on small things. Our lessons offer flexibility to learn outside of our scheduled free lessons!

5. Workshops for members and the general public to attend

.
Want to learn something new or work on a focus with your friends? A cheap open workshop gives you the value of a private lesson at the cost of a cover at the bar. We can also have guest staff come and teach and hold workshops. Meaning more variety for our customers!

6. Events and special occasions we are requested to teach for.

We are going to work with businesses and customers to help facilitate dancing lessons for events and special occasions. If they think we could spice up a company party, an event at a venue or maybe a birthday party? We can make that happen!

.
7. Have a SWM Bus that travels as a team to Conventions.

Need a way to get to conventions, need a meal on the way, and a place to stay when we get there? We can work that out as a team!

8.Hold conventions here in Ontario.

9. Putting on a swing dance competition at the Fair.

We want to foster the love of dance and help our community grow. We think that Ontario is going to grow a lot in the next five years. We don't have anything like this yet and it would be a great addition!

10. Acro Yoga group sessions!

A chance to learn something new and have a good time. If you are interested then let us know so we can get a group going!

11. Memberships.

This can make lessons cheaper and give you discounts on workshops, conventions and more! Come join our team!

In this section, explain any after-sale services you plan to provide, such as:

- Product delivery
- Warranty/guarantee
- Service contracts
- Ongoing support
- Training
- Refund policy

Our lessons are prepaid, and so any membership can be ended at any time and services for the following month will not be charged. You can give away your remaining lessons, schedule them for yourself or donate them to our community!

We guarantee that if we fail to deliver the appropriate material, lessons or staffing to reschedule or refund if necessary. Emergencies happen but we will strive to meet our obligations 100% of the time.

For those who want to become staff we can have a training pipeline and or a test for teaching to hire on new staff. We will also ensure that our staff are paid even in the event of a refund for the hours they were due.

Workshops are prepaid and one time events. Refunds will not be given as the cost for events is the same as a cover charge.

We will allow our regulars to build a small credit balance towards lessons.

2.

Describe your target customer. (This is also known as the *ideal customer* or *buyer persona*.)

You may have more than one target customer group. For instance, if you sell a product to consumers through distributors, such as retailers, you have at least two kinds of target customers: the distributors (businesses) and the end users (consumers).

Identify your target customer groups, and create a demographic profile for each group that includes:

For consumers:

- Age
- Gender
- Location
- Income
- Occupation
- Education level

Our target markets are divided into three groups. The first group is going to be drinking age adults at bars and other partner establishments who are new dancers. We are hoping to attract an even number of men and women in the Ontario area. Our second group is the children of parents who are enrolled in our membership programs, private lessons or teaching at events we are requested to teach at and events we design for the family. Our third group consists of drinking age dancers who are regular attenders at other establishments. Much like the first group this demographic is composed of both genders however they travel and live outside of the Ontario area.

For businesses:

- Industry
- Location
- Size
- Stage in business (startup, growing, mature)
- Annual sales

Our industry is country swing dancing and we will base our operations out here in Ontario and although we are currently two strong, our goal is to be able to grow to the size of the demand here in Ontario. We are a start up business who anticipates making 10k in our first year open. Which equates to 850 dollars a month. Which can be achieved by maintaining 4 memberships and one workshop a month (with an attendance of at least 10 with a 5\$ cover.) This is a great goal for our startup because it's realistic and achievable while we develop our niche out there in Ontario.

Positioning/Niche

Now that you've assessed your industry, product/service, customers and competition, you should have a clear understanding of your business's niche (your unique segment of the market) as well as your positioning (how you want to present your company to customers). Explain these in a short paragraph.

Our niche is the city of Ontario. Me and my lady live here locally and have been dancing together for over a year. Right now there's no local swing dance business here in Ontario and our fair has no dance competition. There are a few instructors who travel out here to teach periodically, and could be potential competitors. I believe they are potential partners as well. Our positioning statement mirrors our mission statement, "Swing With Me specializes in teaching first time dancers the basics of swing dancing... 'to grow a community of dancers who fall in love with dancing.'"

This position takes into consideration the lack of local instructors and a lack of an established schedule and community and makes the much more for the same value as our competitors, as the locals to the Ontario area would have to travel to enjoy the same services. We are also offering our city the same opportunities for much more for the same value considering we are bringing experience and connection to a larger community to celebrate and promote Ontario.

3. How you will market your product/service

In this section, explain the marketing and advertising tactics you plan to use.

Advertising may include:

- Online
- Print
- Radio
- Cable television
- Out-of-home

Which media will you advertise in, why and how often?

Our primary means of advertising will be through social media. We will also advertise through our partnering establishments and their social media. Our media will be updated

regularly to reflect progress, scheduling, events, fun we are having and more. We can also use the radio in our area which would be awesome as well but I would rely more on word of mouth than Radio advertisement since I am friends via social media with most of the regulars currently in the Dance community in the Boise-Caldwell area.

Marketing may include:

- Business website
- Social media marketing
- Email marketing
- Mobile marketing
- Search engine optimization
- Content marketing
- Print marketing materials (brochures, flyers, business cards)
- Public relations
- Trade shows
- Networking
- Word-of-mouth
- Referrals

What image do you want to project for your business brand?

We want to present a friendly professional image that welcomes clients to learn more about country swing dancing. Therefore being humble and kind and setting up great boundaries with our customers, we will be able to protect our image. We also want to be neighborly which means that we aren't here to talk badly about other competing businesses, and we will protect that image by actively trying to strengthen our community bonds with the Caldwell-Boise dance community. Another aspect of our business that we want to promote is team culture which we will do through our memberships and regulars. As we shown above our values will also safeguard and direct our pathway forward as a community.

What design elements will you use to market your business? (This includes your logo, signage and interior design.) Explain how they'll support your brand.

We plan on using a design concept of me and my girlfriend holding a dance pose for our Logo and will produce banners to promote our logo and brand to the community. We will sell merchandise that has our Logo on it as well. Our logo will include me and my girlfriend holding a dance pose in front of a nebula heart with abstract water coloring for the universe around it and our company name written in colorful paint word art beneath us. The idea is to keep it simple and beautiful, to draw folks into the magic of dancing. Each member will get a free shirt with our logo on it.

4. Pricing

You explained pricing briefly in the “Products & Services” section; now it’s time to go into more detail. How do you plan to set prices? Keep in mind that few small businesses can compete on price without hurting their profit margins. Instead of offering the lowest price, it’s better to go with an average price and compete on quality and service.

Our dualistic pricing scheme, more for the same, and much more for more, reflects the basis of our mission statement! We offer free lessons for the basics and private lessons for more advanced dancing and workshops for groups to attend. (sometimes they will be free too) With that we plan on making our prices fairly competitive for both our private lessons and our memberships, primarily for two reasons. One we want folks to be able to afford our rates and take advantage of those who are just learning how to dance. Second, we want to be able to compete with our Boise competitors and perhaps capture some of their market share and expand the market to lower income individuals in the Boise-Caldwell area.

- Does your pricing strategy reflect your positioning?
 - Compare your prices with your competitors’. Are they higher, lower or the same?
- Why?
- How important is price to your customers? It may not be a deciding factor.
 - What will your customer service and credit policies be?

Most of our customers are your average citizen who likes country music, dancing and enjoys a beer with friends they met at the bar. For these folks, the bar is the church community. They may even love to karaoke or at least feel more comfortable where there is live singing and music. Most of them are your average blue collar workers but that doesn't mean that you don't get a few well off regular customers as well. There are those who will be price sensitive and we will offer biannual packages to capture those markets. For the general audience that wants to take lessons they could afford something reasonably priced but will avoid buying in if they feel it's too expensive for the risk or effort of instruction. We may be asking for a half day's wages for the average worker in Ontario.

We will develop an Ontario-Peyote local discount. The goal here is to be aware of the elasticity of our segments. Our intention is to make the added cost worth the added value for our customers. That being said, we offer prepaid packages and will encourage that left over lessons be used or gifted, however we can return back unused lessons investments if the customer makes the request and does not wish to use or gift the lessons.