

Business Anniversary and Celebration Ideas Checklist

**Ideas for Sharing Your Business Anniversary
Celebration With Your Customers, Employees
and the Business Community.**



**Over 400 ideas & suggestions
for your business anniversary
and celebration**

**Retail Price: \$19.95
Retail Value: ∞**

The

Nitty Gritty, Down N' Dirty, Savvy Strategies®

Business Anniversary and Celebration Ideas Checklist

Over 400 ideas & suggestions
for your business anniversary
and celebration

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Business Anniversary and Celebration Ideas Checklist

This checklist provides a number of ideas to help your business plan an anniversary event or celebration. Hopefully, one of these ideas will be perfect for your company's celebration or perhaps one of these ideas will stimulate a variation of an idea, or a combination of several of them.

While many of the ideas and strategies described herein can be applied toward most any type of business, all of them do not apply in all business or marketing environments. Some are for small businesses, some are for large businesses, and some of them may apply only in very specific situations. Some ideas and strategies are free, many have minimal cost, and others may require a substantial investment. However, all these topics merit your consideration as you begin to develop the promotion strategy that will make the biggest impact on your anniversary event or celebration.

The "Keys" for evaluating any of the ideas is as follows:

Y	=	Yes, this idea has a lot of potential
P	=	This idea has some <u>P</u>otential and needs to be evaluated further.
N	=	No, this idea is not applicable for our company.
RP	=	The <u>P</u>erson <u>R</u>esponsible for further evaluating this idea, preparing a budget, creating a project plan or implementing this idea.

Business anniversaries and celebrations create a unique opportunity to promote your business to your customers, prospects, vendors, government officials and the general public. Done tastefully, the company can create goodwill for many years to come. It is also an opportunity to help make your employees proud of their company. Competitively, you may have an advantage from a publicity perspective for a one-year period as it is not likely any of your competitors will also be celebrating an important anniversary within this time period.

Best of Luck, and, most importantly, enjoy your celebration!

Comments, Critique, or Recommendations:

Please direct any comments, critique, or recommendations to Jim O'Donnell of Jaguar Management Consulting Group, Inc. at the address on the cover page or via email. Your comments and suggestions are most welcome, will be carefully reviewed, and may be included in the next published edition. Your critique will help improve this self-assessment checklist for the benefit of all organizations.

To review other self-assessment checklists for bringing your business to the next level of growth and profitability, visit WWW.Checklists4Business.com

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I. Helpful Hints for Getting Started:

1. When we use the words "5th", "10th", "25th", "50th" or "X" anniversary, it is only for convenience - - any or all numbers are interchangeable based upon your company's actual anniversary year.
2. When we relate the number of anniversary years to a discount or other number, we generally mean the two are equivalent. A 12-year anniversary suggests a 12% discount, doing a 12-day event, creating giveaways involving the number 12, something for the first 12 people, donating 12 items, for example.
3. With any idea, always distribute several Press Releases about your event for extra exposure. First, to announce the idea and secondly, to summarize the positive aspects of the event and to announce the winners of a contest, if any. This can be done both online and offline - - utilize all available publicity venues.
4. At every event and opportunity, give away a discount coupon to draw customers into your facility or showroom at a future time. Expiration dates can help to create a sense of urgency to visit again.
5. Where possible, invite the "press" to get them involved and to help promote the cause or event.
6. Don't forget that there are many online press release forums, calendars, and Social Media platforms where you can promote your event for free.
7. Consider the possibility of having other local businesses co-sponsor the event to help share the costs or donate prizes in exchange for some favorable publicity.
8. Thoroughly review all the sections in this checklist even though you may think they don't apply to your type of business as oftentimes the best ideas come from outside of your specific niche market. You may find part of an idea you can adapt to your unique products, services, and objectives.
9. On all coupons and entry forms, have a space for email addresses with permission to email these customers about future product or service "specials" as well as other events.

II. Retail Store Anniversary and Celebration Ideas: *(Partial)*



Holding an anniversary celebration in your store has many benefits. First, it is an opportunity to show both customers and employees you appreciate them. Secondly, it is a significant opportunity to bring new potential customers into your store and show off your products and services as well as your commitment to service. The publicity gained will make the general public aware that your store is an important part of the community.

No.	Ideas and strategies to be evaluated:	ASSESSMENT			
		Y	P	N	RP
1.	Offer a buy one/get one at a discount promotion that equates to the Anniversary (30% off for 30 years, 25% for 25 years).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	Include a specially wrapped package of M & M's™, chocolate, lollipop, or seasonal candy in every package you ship out with a note saying, "We're celebrating 30 years and we're glad you're our customer."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	On your Anniversary date, hand out chocolate bars with a special note or a custom wrapper printed with "Thanks for shopping with us for "X" number of years."	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	Designate a corner of the store that is totally dedicated to the Anniversary celebration. Set up a table with flowers or balloons congruent with the season of the year and display a celebration calendar and any freebies you are offering.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.	Select a theme song for the celebration and have it playing all the time, (or until it drives the employees crazy!)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.	Donate a product, service, or gift certificate to a charity event or auction in honor of your Anniversary. It's a small investment that demonstrates community involvement and calls attention to your business. Write a Press Release.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.	Donate "X" number of items to a local charity with "X" being the number of anniversary years. Do a Press Release about this for extra exposure.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.	Offer a "give away" that is weather related. Ice-scrappers, blankets, sweatshirts, warm hats, or hand warmers are all good promotional items when the weather turns cold. If you are located in warm weather coastal areas, try giving away tee shirts, beach balls, beach towels, sun visors, or insulated cold drink cups. Be sure all are imprinted with or tagged with your company name, logo and Anniversary date.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9.	Special Anniversary drawings are a great way to get people to come into your store repeatedly. Provide entry forms and collect contact information, including email address, for later promotions and special sales. Give away "X" items for "X" days.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

II. Retail Store Anniversary and Celebration Ideas Continued ... *(Partial)*

N0. Ideas and strategies to be evaluated:

	Y	P	N	RP
10.				
11.				
12. Have a special Anniversary Customer Appreciation Day. Coffee, donuts, candy, or other treats can go a long way toward making customers feel welcome and part of your family.				
13.				
14. Let your local newspaper know that you will be celebrating an Anniversary. Often newspapers will provide a small announcement in the community news section or even do a feature article. Be sure to let them know about the Anniversary promotions you will be offering to your customers. Offer a discount or freebie to anyone who clips the article and brings it to the store.				
83. Designate a day during your celebration specifically for grandparents. If a customer brings a picture of a grandchild to your store, they receive a discount or a free product.				
n.				
n. This is an ideal time to host a Chamber After Hours or another chamber social event.				
92. Promote Anniversary events by sending invitations, calling, or e-mailing your VIP customers. Schedule a special invitation only, one hour event, to show appreciation for their loyalty. Serve some unique refreshments or wine and cheese. Invite local celebrities.				
n.				
126. As always, make extensive use of all Social Media platforms to announce your anniversary, any events, all contests, any donations, and contest winners.				

III. Restaurant Anniversary and Celebration Ideas: *(Partial)*



Restaurants have a unique advantage when hosting an anniversary celebration in their facility. Most celebrations involve food. You most likely have a great space that's perfect for hosting events and you have the expertise to prepare just the right food offerings at a very reasonable cost. Planning your own event is the perfect opportunity to showcase your facility, the quality of your food offering, and the friendliness of your waitstaff.

No.	Ideas and strategies to be evaluated:	ASSESSMENT			
		Y	P	N	RP
1.	Create an Anniversary Frequent Diner card to reward customers with a free entrée, dessert, or beverage after dining in your restaurant "X" times during your anniversary period.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	Offer a buy one meal get one free promotion on your Anniversary date.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	Offer a percentage discount congruent to your Anniversary year on each total bill on your Anniversary date. Ex: 10% off for 10 years in business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	Hold a cooking contest with a specific theme. Incorporate the winner's recipe into your menu during your Anniversary week.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16.	Sponsor a cooking demonstration and hand out free wooden stirring spoons with a small card containing your business and Anniversary info tied to the handle with a ribbon.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26.	During the Anniversary month, have a drawing a day for a gift certificate to your restaurant. Announce the winners with a local newspaper article or with a sign prominently displayed in your restaurant.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n.	Hold a contest to win a romantic dinner for two at a special table in your restaurant. Go all out with flowers, candles, wine, and exceptional service.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
42.	Hire a celebrity chef to present a program (speaking or demonstrating) at your restaurant in honor of your Anniversary.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n.	As diners are departing hand them a small piece of chocolate labeled "We are celebrating our (10 th) Anniversary! Thank You for dining with us"!	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
109.	If you have a banquet facility or a large private dining room, be sure to use this space to hold your event and "show off" your facility. Also provide a discount coupon for "X" % off if an event is booked in your anniversary year.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

IV. CHILDREN'S RETAIL STORE ANNIVERSARY AND CELEBRATION IDEAS:



Parents are always looking for events where their children can have fun, be entertained, and are safe. Planning and promoting a fun and interesting anniversary celebration at your facility will bring children into your space, gets their minds working, and creates a venue for fun and entertainment. What could be better than seeing children have a great time? If parents see their children enjoying themselves at your celebration, they'll be back to your store to shop. Use the ideas below to make your celebration a success.

No.	Ideas and strategies to be evaluated:	ASSESSMENT			
		Y	P	N	RP
1.	Designate a corner of your store for Anniversary children's activities. Set up a child size table and chairs and provide crayons, washable markers and paper, a puzzle, or a building set to entertain children while parents' shop.				
2.	During your Anniversary week/month/year give a free gift to every child who comes in on their birthday providing a birth certificate.				
3.	During your Anniversary week offer free stickers to every child who enters your store.				
4.	Sponsor a Kite Flying demonstration and offer a special Anniversary sale on kites (or give away free kites).				
5.	Sponsor an Anniversary Bubble Day outside in a parking lot or field. Demonstrate how to make giant bubbles or make unusually shaped bubbles. Give out small containers of bubbles with your business info imprinted on them to all children who attend. There are kits and books readily available on bubble making. Have an employee read the book and conduct the demonstration.				
n.	In recognition of your Anniversary build a Lego™ structure and count all the pieces used. Have children guess the number of pieces used. The child with the closest guess wins a small Lego set.				
n.					
55.	Conduct a cup-stacking contest. If you're not sure what this is, then go to YouTube, do a search on "cup stacking" and watch several videos.				
63.	Designate a day or week to offer a discount to all businesses that cater to children --- day care centers, schools, scout programs, church youth programs, etc.				
97.	In honor of your Anniversary provide backpacks and school supplies to underprivileged children returning to school in September.				
105.					

V. MISC. ANNIVERSARY IDEAS FOR ALL TYPES OF BUSINESS: *(Partial)*



Any type or size of business can host a fun and successful anniversary celebration. You can Use the ideas directly below, use a variation of them, or combine them with one of the ideas from the other sections. If you have a large conference room or parking lot, this could be the ideal venue. Teaming up with a retail store or restaurant in your community to co-sponsor the celebration will help build community relationships as well as control costs.

No.	Ideas and strategies to be evaluated:	ASSESSMENT			
		Y	P	N	RP
1.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	Host a theme party related to the traditional Anniversary themes as noted in Section V, Anniversary Themes. and creatively tie them in to your company's products and services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	Invite the top "X" customers or top "X" customers from each product line to the theme party.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	Have an Anniversary Day where the company closes for a party at a sports arena for a game, health spa, theme park, bowling alley, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n.	Use a greeting card mailing company to custom design a card that they will send to all your clients, business associates, suppliers, potential prospects, local celebrities, and local area government officials announcing your anniversary event.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n.	In honor of the company's anniversary, pay for a unique event to come to your local community such as the Globetrotters, a famous speaker, a famous author or a local actor, sports figure or musician who has made "it".	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n.	Hold an Open House or Company Tour with giveaways, events, and prizes. Hold a special Media tour first as well as a VIP tour by "Invitation Only" for local celebrities and government officials.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
28.	In honor of the company's anniversary, donate "X" number of your products or services for "X" days to the local police or fire, school, or charitable organization.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n.	Find a local area charitable organization that has the same anniversary year as your company. Make a large donation and/or jointly sponsor an event that raises awareness for their cause. If not the same year, then perhaps the same date, but different year.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
68.	Open house - - invite the community. If you have memorabilia from previous years, show off museum/time capsule, provide light refreshments, inside games, events or games in your parking lot, tours, product demos, and provide discount coupons for your products or services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

VI. TRADITIONAL ANNIVERSARY THEMES: *



Each anniversary has traditional themes. These traditions date all the way back to the middle ages and were chosen as agents of good fortune. They are still in vogue today and can serve as guidelines for your business anniversary. It is your choice whether you prefer to stick with the classic themes or put your own creative spin on them. This list is just one way to generate ideas, but there is no obligation to stick with any of the themes if you feel they are not right for your business.

Just use them as an opportunity to have fun.

Number:	Traditional Anniversary Themes:	Color:
First	Paper	Papyrus Yellow
Second	Cotton	Linen White
Third	Leather	Fawn
Fourth	Fruit/Flowers	Green
Fifth	Wood	Turquoise
Sixth	Candy/Iron	White
Seventh	Wool/Copper	Off White
Eighth	Bronze/Pottery	Bronze
Ninth	Pottery/Willow	Terracotta
Tenth	Tin/Aluminum	Silver
Eleventh	Steel	Turquoise
Twelfth	Silk/Linen	Oyster White
Thirteenth	Lace	White
Fourteenth	Ivory	Ivory
Fifteenth	Crystal	Ruby Red
Twentieth	China	Emerald Green
Twenty Fifth	Silver	Silver
Thirtieth	Pearl	Green
Thirty Fifth	Coral	Coral
Fortieth	Ruby	Ruby Red
Fiftieth	Gold	Gold
Sixtieth	Diamond	Diamond
Seventy Fifth	Diamond	Diamond White

* **Source Unknown**

XXVIII. James S. O'Donnell - - Bio:

Mr. O'Donnell is a Founding Partner of **Crevand, Inc.** a specialty Online/Internet Marketing Strategy company formed with his son, Dan, in 2008. Crevand's creative strategies uniquely enable businesses of all sizes to leverage their online assets to out-market their competition and effectively manage their marketing campaigns for raising brand awareness, both online and offline. Crevand, Inc. is a trusted SEO agency with an expertise in Search Engine Optimization (SEO) and Search Engine Marketing (SEM) that offers its clients a customized range of proven marketing services that deliver results. With over fifteen years of experience optimizing and ranking web sites for increased search engine presence, online branding, traffic generation, and top rankings, we provide clients with targeted search engine traffic and cost-effective SEO campaigns with a high ROI. Research and data are the backbone of every SEO campaign. In a continually changing search market, testing, data, and knowledge are what drives our client success. As an innovative online marketing agency that emphasizes creative marketing campaigns through SEO/SEM solutions, targeted content marketing, and data driven research, Crevand, Inc. will create a high visibility online presence for your business that will generate quality traffic resulting in increased business revenue. Crevand has two offices, one in Wolfeboro, NH and the other in Boise, ID.

Mr. O'Donnell also founded **Jaguar Management Consulting Group, Inc.** in Kingston, NH in 1995 to counsel business owners and senior management teams struggling with growth and cash flow constraints. He provides practical, cost-effective, traditional marketing and online marketing strategies, business development and growth strategies, financial management controls, and turnaround management methodologies to revitalize and reposition the business for profitability. Although he still consults, his primary endeavors are now focused on Crevand, Inc. In his consulting capacity, Mr. O'Donnell has counseled hundreds of businesses to effectively manage their bottom line, increase revenues, and implement cost control strategies.

Prior Responsibilities and Experience: Mr. O'Donnell has served both the Public and Private sectors and has consulted with companies of all sizes. He has completed a CFO/COO project to turnaround a telecom company where this company was restored to profitability as well as implementing a series of highly successfully Search Engine Marketing Strategies. Previously, he managed an eight-year, part-time consulting contract with the City of Portsmouth, NH Economic Development Dept. with services that included developing and implementing marketing strategies, business development processes, business planning, conducting productivity studies, financing strategies, and conducting business seminars for over 375 businesses. Concurrently, he also fulfilled a three-year, part-time consulting contract with the City of Somersworth, NH Economic Development Dept. providing similar services to over 50 small businesses. Additionally, he proposed and managed a long-term, part-time contract with the New Hampshire State Port Authority counseling fisherman leaving the fishing industry to start new ventures.

Mr. O'Donnell was President of a publicly traded computer company that marketed software products and services for managing municipalities. This was a turnaround situation where the company was restored to a break-even position. Additionally, he held a number of senior management positions chartered with the mission of starting new international Consulting Services, Professional Services, and Customer Services divisions where he had complete P&L responsibility for revenue generation, business

development, marketing and sales strategy, productizing intangible services, financial management, and building successful, responsive, and profitable organizations at Prime Computer, Symbolics, Inc., and Applicon, Inc.

Jaguar Consulting has developed a number of **Self-Assessment Marketing and Management Guides and Checklists** whereby businesses can conduct internal assessments for identifying both growth opportunities and areas of inefficiency. These products include a One Month Business Tune-up Checklist, Retail Store Self-Assessment Checklist, Restaurant Self-Assessment Checklist, Business Start-up Checklist, Employee Benefits Checklist, and a Checklist for Selecting an Assisted Living Facility for Yourself or a Loved One.

Mr. O'Donnell has taught several seminars and workshops that include Starting a Small Business, Business Planning, Managing Through a Difficult Economy, Google is Your Friend, and various Internet Marketing Strategy topics.

Education: Mr. O'Donnell holds an MBA from Babson College, a Bachelor of Business Management from Merrimack College where he graduated with the highest Grade Point Average in the Business Administration Program, and an Associate of Mechanical Engineering from Franklin Institute of Boston.

Community: He has served as a Board Member for the Kingston Children's Center for three years, Atlantic TurnKey Corporation for two years, New Hampshire State Port Authority's Fisherman's Revolving Loan Fund for three years and the Society of Professional Consultants for four years as well as Management Advisory Committees for several small businesses, the Advisory Board for the University of New Hampshire's CEO Forum, a member of US Senator John E. Sununu's Small Business Advisory Group, the Portsmouth Chamber of Commerce's Business Development and Technology Roundtable Committees, three years as a judge to annually select the Top Ten Best Company's in NH, and four years the New Hampshire State Director for the nationally known FastTrac™ Business Planning and Business Start-Up programs. He also received an "Excellence in Business Counseling" award at the NH Economic Development Conference in December 2000. In May 2017, Mr. O'Donnell was appointed to the Town of Wolfeboro's Economic Development Committee as an Alternate Member for two years.

Personal: He enjoys spending time with his four adult children and his grandchildren. Leisure time activities include traveling, hiking, walking on the beach with his wife, snowshoeing, kayaking, classical music and reading. Recently he has taken up swimming and participated in the swim leg of the NH Granite Man triathlon the past three years. One of his goals is to have a part-time business with each one of his children and grandchildren for both fun and profit.

XXIX. Jaguar Management Consulting Group, Inc:

Business Development Services

Introduction: If you are an executive of a company, a principal of a small business, or an individual entrepreneur who envisions their company at a significantly higher level of growth and profitability, it is imperative you engage an experienced consultant that not only shares your vision, but also provides the creative and innovative strategies that will propel you to that higher level.

Some consultants have an expertise in Marketing, some in Finance, and some in Manufacturing Processes. Jaguar Consulting has an expertise in Business Development! Business Development transcends all other individual disciplines. With the integration of both "Top Line" and "Bottom Line" strategies, we provide practical, cost-effective solutions that complete the "Puzzle", rather than providing just a small "Piece of the Puzzle" that the typical one-dimensional consultant offers.

Profitability Study: A comprehensive, in-depth profitability study of your company's operations to identify cost-effective strategies for generating increased revenue and eliminating profit drains. This study will help generate new revenues based on your company's distinct competencies, hidden assets or unique skills, processes, and core technologies. Additionally, the study will isolate underperforming products, services, and assets that potentially can be eliminated or improved. Customer needs are evaluated, and a plan implemented to cost-effectively satisfy these needs. Assistance with implementing all, or part, of the high growth, profit generating tactics and strategies is also available.

Quarterly Reviews: An independent, thorough, honest, unbiased, no-nonsense, cost-effective assessment of your company on a quarterly basis. This is a streamlined version of the Profitability Study and is a comprehensive assessment process which analyzes your company's financial statements, marketing and sales strategies, and overall business strategies including business plans, marketing materials and other key documents. In-depth interviews are conducted with selected members of your management team as well as with key employees. This is not a one-time event, but instead is a process that occurs each and every quarter for a minimum of one year. Significant results are only accomplished by diligent adherence to a continuing process, not by a one-time isolated review.

Turnaround Management: For various reasons, companies sometimes find themselves in a temporary situation where the business is not performing at an optimum level or, even worse, has experienced financial deterioration as a result of an economic downturn, market shifts, insufficient working capital, eroding margins or operating losses. In these situations, turnaround management strategies must be implemented immediately to prevent further deterioration, and, more importantly, to start the recovery process for quickly returning to profitability. Jaguar Consulting can help. An assessment is first conducted to determine optimum strategies for concurrently growing revenue and reducing costs. Next, a turnaround management plan is developed that includes cost reduction and financial controls, managing cash and other assets, and improving or eliminating product lines or business units. Additionally, all non-productive administrative processes and activities are identified and eliminated. In parallel with cost reductions, high revenue generation and high margin products and services strategies

are implemented. We can function in either the role of an Interim Manager to assume responsibility for managing the turnaround or as a consultant to guide you and your senior managers through the turnaround process.

Interim Management: On a temporary basis, becoming an active member of your management team that may include an interim management position, an advisor role to a senior executive, a retainer that includes scheduled periodic review and strategy sessions, or serving as a member of your Board of Directors or Management Advisory Committee.

Marketing: With a focus on the pre-eminent strategy of Business Development, conduct a marketing audit to identify alternative marketing strategies and techniques. Develop a Marketing Plan for implementing short- or long-term marketing, sales and business development strategies and techniques. Develop innovative strategies for market and product differentiation resulting in higher sales revenue, increased market penetration and more favorable positioning with your customers and prospects.

Finance: With a focus on the pre-eminent strategy of Business Development, perform cash flow analysis and financial planning, develop financial projections, develop a budget, break-even analysis, ROI of investments, cost reduction, asset management of cash, inventory, accounts receivable & capital assets, loan proposals, debt restructuring, and business valuations of small businesses.

Business Development Checklists: With the business development checklists, you can easily access and apply the knowledge of a skilled, experienced consultant to help you grow your business for less than \$100.00! The checklists provide you with a comprehensive **"Do it yourself"** consulting and business assessment process. At your leisure and in your office, your home, and even while traveling, you can now conduct a thorough assessment of your operations. In every business, opportunities abound for improvement - increasing revenue, improving customer relations, and reducing costs are the three critical elements for sustaining long-term profitability. The time invested in conducting this business assessment will pay you large dividends in the form of operational efficiencies and profitability and, importantly, will help you identify key tactics and strategies for evolving your business to the next level of growth and profitability. **Do it yourself - and reap the rewards!** If needed, the checklists can be supplemented with periodic guidance from Jaguar Consulting to ensure maximum results.

Types of Businesses We Advise: We enjoy advising the full gamut of businesses ranging from large national companies to small businesses and individual entrepreneurs that compete in a broad spectrum of industries. Flexible pricing and payment options are considered based upon the market opportunity, the financial condition of your company, and the magnitude of the consulting project – we are committed to be your "partner" and to achieving Bottom Line results.

Take the Next Step: Where your business has been, or is today, is no longer important. **What matters most is what comes NEXT!** Take the next step on the road to growth and profitability by contacting us via 603-569-4600 or email Jim@JaguarConsulting.com for a No-Cost, No-obligation conversation to discuss your company's opportunities.

XXX. Other Business Checklists - - Descriptions

Retail Store Management and Marketing Checklist: Retail storeowners and managers can now conduct a thorough "Self-Assessment" of where their operations stand today, and then, based upon the results of this analysis, implement sound business strategies for accelerating growth, reducing unnecessary waste, and improving their store's profitability. This unique management tool features over 1,000 tactics, strategies, and action items for evaluating twenty-five different operational categories ranging from store image to customer service to marketing. The Checklist includes a simple process for helping you identify the highest priority tasks along with assigning responsibilities and due dates for completing each action item. This process is your personal management tool for tracking progress. Bring your retail store to the next level of growth and profitability by using this management Checklist today. To see how your store can benefit from this Checklist, visit [Retail Store Management and Marketing Checklist](#)

Restaurant Management and Marketing Checklist: Restaurant owners and managers can now conduct a thorough "Self-Assessment" of where their operations stand today, and then, based upon the results of this analysis, implement sound business strategies for accelerating growth, reducing unnecessary waste, and improving their restaurant's profitability. This unique management tool features over 1,425 tactics, strategies, and action items for evaluating thirty-two different operational categories ranging from restaurant image to customer service to marketing. The Checklist includes a simple process to help you identify the highest priority tasks along with assigning responsibilities and due dates for completing each action item. This process is your personal management tool for tracking progress. Bring your restaurant to the next level of growth and profitability by using this management Checklist today. To see how your restaurant can benefit from this Checklist, visit [Restaurant Management and Marketing Checklist](#)

Employee Benefits (Employee Motivation) Checklist: Motivating employees and keeping them motivated is one of the most difficult, and most rewarding, activities of a senior manager. Even in the most difficult of economic times, we know employees have choices regarding the company, and the culture, in which they prefer to work. This checklist is designed to be a self-assessment management tool for conducting an evaluation of your company's employee benefits and motivational strategies. Offering over 500 ideas, this guide is designed for the serious management team that truly wants to evolve their business to the next level of growth and profitability via the strategy of employee satisfaction. To see some ideas for what your company could do to improve employee satisfaction, visit [Employee Benefits \(Employee Motivation\) Checklist](#)

Business Anniversary and Celebrations Checklist: This checklist has over 400 ideas to help your business enjoy its important milestones and celebrate its employees and customers. This Checklist features many interesting marketing and fun activities for restaurants, retail stores, child themed stores and numerous ideas for all types of businesses. This is a great way to build employee morale and connect with your customers - - show them how much you appreciate them. Have fun at your celebration with some of the ideas featured in the [Business Anniversary and Celebrations Checklist](#)

Personal Readiness To Start A Business Checklist: Am I prepared to be a business owner is the most important question that must be asked? With over 300 insightful

questions and action steps, this checklist will help you answer that question. The Checklist is a self-assessment tool that is designed to help you prepare for starting a business. Its primary focus is on determining if you are truly ready to start a business by examining a range of topics that include family considerations, financial resources, personal and professional support systems as well as many other vital subjects. Each module has a simple process that allows you to take an inventory of all the factors and actions necessary for success. This can be done quickly and easily and will rapidly identify areas that will require you to seek additional information or to conduct more research. Beside each question or action item is a space for making notes that will help facilitate the evaluation process and serve as a reminder to follow up on certain items. This is a simple personal management process to help keep you focused. The checklist is based on the author's experience with hundreds of small businesses. To get started now, visit [Personal Readiness To Start A Business Checklist](#)

If, after taking this assessment you believe you are truly ready to start a business, then consider the **Start a Business Checklist – Implementation** described below.

Start A Business Checklist - Implementation: Am I prepared to be a business owner is the most important question that must be asked? The "Implementation" Start A Business Checklist is much more extensive than the "Personal Readiness" Checklist. This Checklist will help you minimize mistakes and prepare you for a successful launch of your business. The same 300+ questions and action items are asked but included is a comprehensive format and process to help you manage priorities, due dates, and the resources required to launch your business. Additionally, there are Summary Charts and Tables showing the various Business Entity Types, a discussion of The 13 Worst Business Start-Up Mistakes, and a chart for Viable Alternatives to Starting a New Business. Also included is the complete Business Planning Guide (described below) that will guide you through the process of writing your business plan. If you purchase this Checklist, then **DO NOT** buy the *"How To Write A Business Plan Guide"* as it is included. The Start A Business Checklist is based on the author's experience with hundreds of small businesses. If you are serious about launching your business, this is the checklist for

The **How To Write A Business Plan Guide** is designed to provide a process for creating several variations of a business plan with each variation used for a specific purpose and for a specific audience. This guide features a One Page Executive Summary Format, a Simplified Model for a Business Plan, guidance for Creating a Comprehensive Business Plan, instructions for How to Use the Business Plan Guide, a discussion of The Business Plan creation Process, helpful Tips for Writing the Business Plan, a sample Business Plan Outline, a Business Plan Outline Description, 2 sample Cash Flow Statements that are downloadable for your business plan, 22 Market Research Sources, and 27 possible Funding Options. A comprehensive business plan that is well-written, based upon market research, and is supported by a conservative and thoughtful Cash Flow Statement will provide a structure for helping to make your business successful. This guide is based on the author's experience with hundreds of small businesses. To get started with writing your business plan, visit the [How To Write A Business Plan Guide](#)

Business Plan Review: Would you benefit from having an experienced businessperson review your business plan before you present the plan to potential investors or bank loan officers? Once your business plan has been written, I will spend up to two hours reviewing your business plan or loan proposal for completeness, viability, and to see if it "makes good business sense". In other words, let's catch any mistakes now! This review does not include rewriting any part of the plan, conducting market research, modifying

the Cash Flow Statement, or commenting on any legalities, but I will review the assumptions, the numbers, the marketing plan, and the overall presentation as well as provide feedback on my general impressions. I'll give constructive feedback with some brief written comments, ask some questions of clarification, and provide helpful suggestions for improving your Business Plan. Take advantage of this value-priced service by visiting [Business Plan Review](#)

Business Documents Review: Would your business benefit from having an experienced businessperson review your strategic plan, marketing plan, Search Engine Optimization strategy, Search Engine Marketing plan, business plan, expansion and growth strategy, Cash Flow Statement, or any other business initiative? Do your plans need validation or tweaking?, Do you need help identifying areas of improvement or selecting a better option? Are you currently getting the results you want? If not, perhaps having an experienced set of eyes "take a closer look" will provide a new perspective. Our Business Documents Review Services are tailored to fit your needs and budget. For more info visit [Business Documents Review](#)

Custom Checklists and Guides: If you like the content, organization, and format of my checklists, then I can customize an existing checklist (or create a completely new Checklist) for your business or industry. For more info visit [Business Documents Review](#)

Checklist for Choosing an Assisted Living Facility for Yourself or a Loved One: This Checklist features over 650 items to be considered when making this critical family decision. If you have a family member, friend, relative, neighbor, or business associate considering an Assisted Living Facility lifestyle, or a senior living home, for themselves or a family member, this checklist will make the decision-making process much easier. This checklist is based on our family's personal experience with selecting an ALF for my Mother-in-law, handling several of her medical emergencies at the ALF, and working through several ALF organizational changes. Select the "right" Assisted living Facility for your loved one by visiting [Checklist for Selecting an Assisted Living Facility](#)