

Olivia Bratton
Aspen Dean

Buddy's Stables

Our business will be a boarding facility located in Helena, Mt. The name of our boarding facility will be *Buddy's Stable's*. We named it this because we are known by many as the buddy's, and "Stables" is a name associated with boarding stables in the equine world. Such as the word "school" would be associated with training/learning. We have heard many complaints about boarding facilities in the area and it comes down to three scenarios: 1.) The place is amazing but extremely expensive. 2.) there is a low cost, but horses are not taken well care of (never let out of there stalls to fresh air, bad hay, etc) or 3.) The place is nice, and cost is low, but they are far out of town and make daily visits difficult. We hope to offer a boarding stable not far from town with easy access roads; although our facilities may seem unimpressive at first, our service will not be, we will remain constant on our quality of feed, cleanliness of the barn and will continue to put the horse's health as number one priority; they will have access to fresh air 24/7 and be let out to large pastures frequently. We will offer grooming, mucking out stalls, along with other small services.

Our market will be for equestrians who aspire to own a horse or already own them and require a place for their horse to stay. We will accept short term stays along with long term stays; long as the appropriate paperwork is present to ensure the horse is not a carrier of a disease. As time goes by we will equip our facility with the appropriate tools for multiple equestrian sports to provide diversity among our borders. Such as: barrels, poles, jumps, along with natural jumps outside for cross country jumpers, and fun obstacle courses for everyone. One crucial factor of living in the great Big Sky State and owning horses is, the winter time blues for equestrians. Although winter can not completely inhibit a rider from participating in the equine world it very well does slow us down. Many days equestrians have to make the difficult decision to simply not ride due to dangerous ground conditions. That is why an indoor arena is a necessary facility for our business. It will provide traction and a place to ride not only in winter but on hot days in summer, and rainy days in spring. We will

make sure to incorporate our business's name, *Buddy's Stables* along with our colors: red and white, into all of our above marketing plans. along with merchandise advertising in which we will have logos and slogans that have a theme of: comedic or competitive inspiration. They will be displayed on multiple items.

The marketing plan for Buddy's Stables will be to create a well-functioning website that is friendly towards all ages. It will offer photos of our business. There will be maps to provide the viewers an excellent view of where our facility is located. Another tab on our website will be filled with our background story of handling horses. We will also set up social media pages on the following: Instagram, Facebook, and Equine Now, to go with the website. Another way to advertise will be to hold events at the place; we will offer out our place for a small fee to local clubs that plan out events such as: rodeos, O-mok-see's, 4-H events and other equine events. We will use radio ads, and local TV commercials to help spread the knowledge of these events.

Our financial plan will be to work for a couple of years until we are able to join our money together to buy at least 30 acres within 15 miles of town; our goal will be \$150,000 to put to the property. After we buy the property our next step will be to slowly start saving money for an indoor arena which will cost approximately \$100,000. We will go with a wooden built arena due to its lower cost and good quality. The dimensions of the arena will be 80x200. The reason it will not be wider than 80 feet is because prices rise very quickly after the 80-foot mark due to the need to add more rafter supports, however, length is very easily added onto without raising the prices by a lot and that is why it will be 200 feet long. The extra length will allow us to turn a small portion of the indoor arena into an eight 12x12 stall barn (two stalls will be 16x12 for larger horses) equipped with: 16x12 tack room, 12x12 feed room, 12x12 bedding/utilities room, one 12x12 wash stall, and a 5x4 half-bathroom for clients, which will be located in the tack room. The two alleyways will be 18 feet wide. The length of the barn (inside the indoor arena) will be 52 feet, leaving 148 feet for the length of the Indoor arena (riding part). So in the end we hope to put \$150,000 towards land, \$100,000 towards the indoor arena, \$10,000 to create the barn inside the arena; this comes to a total of \$260,000. Due to the fact

that we will be splitting the cost, we each need to make \$130,000. We will be working full-time jobs and possibly two jobs at times; all while learning and exploring the world of business to learn more that will assist us in our future.

we've been planning this for years now and have found that we work well together. Our business will be successful; and we will be expecting problems to present themselves to us. However, in the end, we want our business to stick to these simple guidelines: Buddy's Stables will offer boarding for horses at a cost-efficient price; The horses health will be put as number one priority and the business itself will be a friendly environment for all.