



Business Name

MEGA FAB is the name I decided to give my business. In Senior Ag, we had a unit in which we marketed a made up or real business. I was just starting out with making bumpers, so I was able to utilize the information in this class. The idea of building bumpers came about through necessity for my family as we want to protect our pickups in deer collisions. My dad had bought some prefab bumpers and I figured I could make my own bumpers just as durable and a whole lot cheaper, then my business began. As I continue making bumpers I split the profit

between college savings and investing in equipment. I used the class to start and develop my business MEGA FAB. This class helped me actually see it was possible for me to start up a business.

Business Summary

I make custom bumpers for anyone who is interested in affordable full-frontal bumpers. I started out making bumpers for my family vehicles in order to protect the vehicles in deer collisions. Once people started noticing my bumper, they were interested in them and people started asking me to build one for them to buy. I started this two years ago and I put the profits I've made towards my savings for college. It's been more of a seasonal job because at present time I can't get much done during the weekends when I'm in sports. My future goal is to use this business as a job that will go hand and hand with my plans to work on the family farm. Winter time is usually down time in farming and this business will be ideal in keeping me busy.

Business Targets

The project started out just for family use but I soon had other who wanted to buy my bumpers. I am targeting people who are looking to buy a full-frontal bumper that is sturdy and cheaper than the competitor's bumpers but are just as nice. Farmers, hunters, and everyday travelers who drive pickups are the people I'm targeting. I'm also open to anyone else who is interested in anything similar to bumpers or would like to have their own idea customized.

Marketing Plan

I don't do a lot of advertising because I couldn't keep up with many orders at this time due to school and sports. I have advertised by showing one of the bumpers I've built at the Seed Show in Harlem Montana. Through this show, I have received a couple of requests for some of my bumpers. Most of my orders are from word of mouth. Once I'm done with college I want to get serious and start investing in equipment that will help me expand my options for custom built bumpers.

Financial Plan

I started off with using some of my savings to buy all the metal, pipe, and paint used for the first bumper. The metal used to build the whole bumper cost \$270 roughly because the metal prices move a lot. The paint cost around \$160 for the type I buy but if the buyer wants different paint the price changes. All the tools for welding, grinder blade/cutting wheels cost up to \$80. Prices may also change if the customer wants designs cut into the bumper. The price for MEGA WIRE is \$8 per foot. I charge \$23 per hour because of the amount of work put into making one. A customer can expect roughly \$1200 for a bumper. Like I said earlier, prices do change.

I was able to use my dad's welder, grinders, and paint sprayer. After I sold my first bumper, I made enough money to pay back the money I borrowed from my savings. I also made enough money to buy materials for the next bumper that was ordered. I use my dad's tools but I buy all the supplies needed for them. My dad has a good deal worked out with me. Since I work with him on the farm and don't get paid, I get benefits such as free access to his tools and equipment. I have started to use the income to buy other pieces of equipment to make my work more efficient.