

IMPLEMENTING A THREE YEAR PLAN

The Cal Poly CIE SBDC Resources Provide
Needed Insights to Leadership Team

Cal Poly CIE SBDC and Farm Supply



ABOUT THE CAL POLY CIE SBDC

The Cal Poly CIE SBDC offers a wide variety of services for both startups and established companies. Our services include no-charge expert counseling, low-cost training, information resources, events, and seminars. All counseling services are confidential and free of charge. Our Business Advisors assist their clients with a wide range of services, including:

business planning; marketing strategies and planning; sales; access to capital, including bank finance, SBA loans, and asset financing; venture funding; government contracting; strategic technology acquisition and practical, hands-on application; financial projections and budgeting; and operating challenges.



The SBDC helps entrepreneurs launch new businesses, and small business owners survive and thrive in SLO County. To take advantage of our no cost, expert business services, visit SBDC.CALPOLY.EDU.

ABOUT FARM SUPPLY

For the farmer in everyone. San Luis Obispo County Farm Supply Company, Inc. (FSC) was established in 1950 as an agricultural supply cooperative to serve the members of the Farm Bureau. Whether you have a small backyard in Morro Bay or 40 acres in Paso Robles, for over 70 years Farm Supply has been the Central Coast's local retail store for all your home,

garden, farm, and ranch supply needs. From irrigation equipment to pet supplies to clothing and home decor, Farm Supply is staffed with knowledgeable experts ready to help with any project of any size. With locations in Paso Robles, San Luis Obispo, Arroyo Grande, Santa Maria and Buellton, Farm Supply has something for the farmer in everyone.



"The SBDC has been a valuable resource. We started communicating with our consultant team at the same time we finalized our strategic plan."

- Cara Crye, CEO, Farm Supply

THE CHALLENGE

The Farm Supply leadership team already worked diligently to produce a three-year strategic plan focused on increasing sales, profits, member dividends, and employee satisfaction. The plan was well-constructed, but they found themselves seeking additional insight in the cornerstones of Strategic and web-based marketing, business planning, operations, and eCommerce. They sought out assistance through the SBDC to build upon their pre-existing strategy.

“The SBDC provided needed insight as we navigated our focus areas, which included evaluating our pump-and-well service department, implementing programs to improve customer awareness, increase traffic, and improve employee satisfaction.”

- Cara Crye, CEO Farm Supply



THE SOLUTION

Cara Crye reached out to her SBDC lead Consultant, Kurt Friedmann, to inquire if the SBDC might be able to provide some needed guidance and mentorship surrounding the three-year strategic plan. Kurt immediately sprung into action and rounded up a seasoned consulting team that had extensive experience in Customer Development, Marketing & Sales, eCommerce, and

Business Strategy. The SBDC Consulting team, together with the Farm Supply Leadership team quickly assembled to review the strategic plan and began to identify areas where immediate impact could result.

“Farm Supply is a flagship business in San Luis Obispo County. Being able to help guide and serve them — help to produce impact for their business, members and employees, is nothing but humbling and simultaneously rewarding.”

**- Kurt Friedmann,
SBDC Lead Consultant**



RESULTS

The results were fourfold. The Pump Department considered new technology for better customer service and scheduling while furthering customer development by reaching and expanding into different customer markets. The marketing team identified new customer segments and digital marketing channels to tap into. Additionally, guidance was given to a Buy Online, Pick Up In-Store (BOPUS) infrastructure. Key-value propositions were

strategized for underperforming markets. With SBDC guidance, Farm Supply is well on its way to achieving growth for the coming years, continuing to be a key county employer and economic driver on the Central Coast.

