

### BARBARA'S CANINE CATERING & DOG BAKERY

During the past 12 years, my wife and I co-founded and operated Barbara's Canine Catering, Inc., an all-natural dog treat bakery. Based on a solid engineering foundation, I have augmented my technical skills with those of management and other disciplines, many self-taught. Below are a series of skills that are integral to business start-up and business operations that can be applied to most industries.

I co-taught 50+ all-day "**how to open your own bakery**" classes based on these acquired skills. While the majority of students did not pursue opening their own businesses, largely due to the insight our classes provided, several students have gone on to open their own successful bakeries. As with most businesses, duties were allocated among the owners and staff. My position(s) was responsible for the following tasks, having expertise in these areas and was the focus of my portion of the classes:

- **Corporate** organization and all related setup & annual maintenance (sequence => name, form of entity, IRS TIN, bank accounts, insurance, business licenses, state filings, etc.)
- Create and update **business plan** including financial forecasts (25 pages max, concise, thought process, finance: family vs. bank vs. angel)
- **Goals setting**: short, long & mid-term (think in various scales: daily, weekly, monthly, annual)
- Departments of agriculture **licensing, permits, fees, product testing, product guaranteed analyses; proof for Homeland Security (chain of custody)**
- **Financial** evaluations of major decisions: one space vs. two spaces; used equipment vs. new equipment; depreciation; leases
- Financial analysis of two segments: baking (manufacturing) vs. re-selling (other products) & product **margins** (low-volume cakes with high margin vs. high-volume biscuits with low margin)
- **Consistency** of telephone numbers, websites, naming strategies for franchising/licensing, product labels, signage, trademarks, copyrights, trade dress, real world = web world (blocking, 888, 704, www .net vs .com, k9treat.com vs. k9treats.com, canine vs. k9, canine café)
- Daily **bookkeeping** (complete), monthly reconciliation including online and manual credit card processing, banking, credit lines
- **Time & motion studies/optimization**: content, packaging, distribution, labor, overhead, layout; conversions from raw materials to finished products
- Create & maintained **barcodes**, master spreadsheet, UCC, integrating with point-of-sales systems, inventory management and retailer requirements
- Design of four generations of **websites** (template co-designs, **pre-web content creation**, populating website with content, manage domain names, search engine optimization, cross-marketing, trouble shooting, e-mail system management, etc.)
- Marketing (free): media, rescue groups, working canine donations, divert **waste streams**, recycle
- Marketing (paid): website, business cards with targeted demographic
- Marketing (**research** competition): buy products, web search, bakery visits, companies/websites come & go
- Continual **marketing improvements**: people, not dogs (sight, sound, smell, cleanliness, naming, stainless steel, wash hands, bleach)
- Retailer **contracts** (Harris Teeter, Whole Foods, Burt's Bees, Wild Oats, Lowes, more)
- **External help**: insurance, attorney, CPA, webmaster, payroll => hand-to-hand contact
- Processing **online & telephone sales** (receipts, invoices, packaging, shipping, postage meter)
- **Production**, deliveries, pickups, **owner duties**