



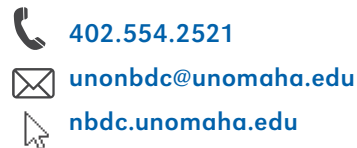
## ABOUT THE NEBRASKA BUSINESS DEVELOPMENT CENTER

The Nebraska Business Development Center (NBDC) is a department of the College of Business Administration at the University of Nebraska at Omaha. It provides management and technical assistance to small businesses in Nebraska through offices in Omaha, Lincoln, Wayne, Grand Island, Kearney, McCook, North Platte, Scottsbluff and Chadron. In 2018, NBDC served 2,187 businesses. These businesses created 1,858 jobs, increased their sales by \$221,693,138 and invested \$46,360,178 in capital.

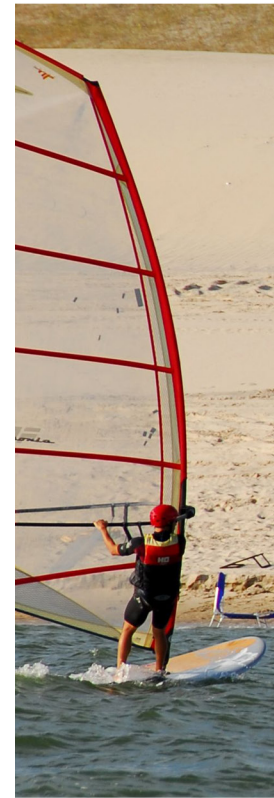
### NBDC PROVIDES A FULL SUITE OF BUSINESS SERVICES:

- Financial projections, planning and loan packaging
- Market research and analysis
- Export consulting
- Technology commercialization consulting
- Government sales consulting
- Business valuation and transition planning
- Project management and leadership training
- Process improvement and sustainability training
- Organizational development consulting and customized training

### CONTACT NBDC



The University of Nebraska does not discriminate based on race, color, ethnicity, national origin, sex, pregnancy, sexual orientation, gender identity, religion, disability, age, genetic information, veteran status, marital status, and/or political affiliation in its programs, activities, or employment.



## INTENSIVE BUSINESS DEVELOPMENT PROJECT FOR KEITH COUNTY

PROVIDED BY THE  
NEBRASKA BUSINESS  
DEVELOPMENT CENTER

WORKING IN CONJUNCTION  
WITH THE KEITH COUNTY AREA  
DEVELOPMENT (KCAD) SUPPORTED  
BY FUNDING FROM THE U.S. SMALL  
BUSINESS ADMINISTRATION

SEPTEMBER 23–27, 2018  
OGALLALA, NE





# INTENSIVE BUSINESS DEVELOPMENT PROJECT FOR KEITH COUNTY

## WHO ARE THE CONSULTANTS?

This project, funded by the U.S. Small Business Administration (SBA), will pair a small business owner and an NBDC consultant for three days of intense collaboration to assess opportunity for improvement. The client will receive a report at the end of the project.

NBDC consultants specialize in strategic planning, business structure, marketing, and financial services including forecasting, loan packaging, cash flow management, and capital investment management. They are credentialed to provide professional business development services. Manufacturing consultants specialize in Lean Manufacturing, procurement, supply chain and sustainability.

## WHO QUALIFIES?

Any for-profit small business in Keith County is eligible for this project. NBDC is unable to provide this service to not-for-profit or government agencies.

## WHAT DOES IT COST?

There is no cost to the participating businesses. All costs are paid by the SBA.



## CONFIDENTIALITY

NBDC maintains complete confidentiality of all client records and discussions. NBDC does not disclose any of its information publicly or to any agency of the federal government without the permission of the client. This confidentiality is guaranteed by law.

## WHAT CAN BUSINESSES EXPECT?

NBDC consultants will work with the business owner to —

- Assess the business through the Lean Business Canvas process. This will provide a perspective that is more strategic and focused than the traditional business plan.
- Identify key strategic needs of the business and develop a plan to fill those needs, including reviews of:
  - ✓ **Operational Processes** with an emphasis on efficiencies that reduce costs
  - ✓ **Customer Service Processes** that result in increased customer retention and satisfaction
  - ✓ **Human Resource Practices** to assure employee satisfaction and operational compliance
  - ✓ **Markets and Marketing Strategies** that result in increased sales
  - ✓ **Financial Operations** with recommendations to improve cash flows and reduce supply chain expenses, receivables and overhead costs.
- Explore specialized assistance when appropriate for the business, including:
  - ✓ **Government Contracting** as a means to expand sales
  - ✓ **Merchandising** to increase customer interest
  - ✓ **Transition Planning** for sale or generational transfer.

NBDC FIRMLY BELIEVES IN THE CONTRIBUTION OF SMALL BUSINESSES TO THE QUALITY OF LIFE IN NEBRASKA. WE ARE PROUD OF OUR SMALL BUSINESS CLIENTS AND THANK THEM FOR CHOOSING SMALL BUSINESS OWNERSHIP AS A CAREER.

## SCHEDULE



### SUNDAY, SEP 23

Business owner meets their personal NBDC consultant at an introductory dinner

### MON THROUGH WED, SEP 24–26

Business owner and consultant meet at the place of business

### THURSDAY, SEP 27

Closing dinner

