

# The Tool Box

"Tools to Assist in Building Your Financial Success."  
Serving Morrow County Since 1994

A Free Publication of:  
Morrow Development  
Corporation  
P.O. Box 200  
Boardman, OR 97818-0200  
*June 2006, Edition VIII*

## Grow Your Business

By David Meier

[www.entrepreneur.com/article/0,4621,295792,00.html](http://www.entrepreneur.com/article/0,4621,295792,00.html)

The following issues must be considered prior to making any decisions about opening a second location:

**1. Determine if your business can be duplicated** (for example, run without you). One way to test this is to ask yourself, "Does my business know I own it?" If your customers do not insist on doing business directly with you, your business is a candidate for expansion.

**2. Measure the strength of your existing shop.** For example, are there other specialty shops nearby that help to generate and sustain the traffic of potential customers on which your business relies for its ongoing customer base? What changes from your existing shop could you implement that could be expected to improve the performance of a new location?

**3. Perform market research focused on any proposed new locations.** Confirm objectively what you believe you already know. Identify potential new target markets, and measure the strength of existing demand as well as current and anticipated competition.

**4. Be certain that you have prearranged adequate funding for the proposed new location.** This may include such sources of funding as loans, outside investors and/or your own contributed capital dollars as well as any applicable trade credit.

Keep in mind, your final decision must always be based on verifiable business logic--not merely your desire to duplicate the success of your existing location. In other words, do your homework first, before you decide!



## Welcome to The Tool Box!

Here is a question from one of our readers:

### *What is "gap financing"?*

In cooperation with your commercial lender, MDC helps you fill the "gap" between what your lender can lend and the total cost of your project. For example, maybe your bank will lend you 60% of your total need. With your contribution of 10% equity, MDC may be able to finance the gap or the remaining 30%.

Not currently a customer of a Morrow County financial institution? MDC works very closely with Banner Bank (Boardman) and Bank of Eastern Oregon (Heppner, Irrigon and Boardman branches). Loan officers at each financial institution are ready and willing to meet with you to discuss a business start-up, or your current business operation. Call today and make an appointment for your commercial financing needs!



## Funny Pages

### Professional Job Descriptions

**A statistician** is someone who is good with numbers, but lacks the personality to be an accountant.

**An actuary** is someone who brings a fake bomb on a plane because that decreases the chances that there will be another bomb on the plane. (Laurence J. Peter)

**A programmer** is someone who solves a problem you didn't know you had in a way you don't understand.

**A mathematician** is a blind man in a dark room looking for a black cat which isn't there. (Charles R. Darwin)

**A topologist** is a man who doesn't know the difference between a coffee cup and a doughnut.

**A lawyer** is a person who writes a 10,000-word document and calls it a "brief." (Franz Kafka)

**A consultant** is someone who takes the watch off your wrist and tells you the time.

[www.abcsmallbiz.com/funny](http://www.abcsmallbiz.com/funny)



Morrow Development Corporation is an Equal Opportunity Lender, Provider and Employer. Complaints of discrimination should be sent to: USDA Director, Office of Civil Rights, Washington, DC 20250