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Our Business is to Improve Your Business

Our mission is to provide information and strategies to business owners and managers for improvement in the effectiveness of its business management so that key objectives can be realized.



What's In a Name?

By Suzanne Gray

When someone says, "There goes another Pink Lady," What comes to mind? Want a great burger? Go to the "Home of the Whopper." Need some fries with that delicious double-patty burger – drive on down to Mickey D's, or as some know it, "Those Golden Arches."

Mary Kay. Burger King. McDonald's. Everyone knows these merchants by name recognition. Another term associated with the concept of name recognition is "branding." Marketing consultants long ago devised this methodology, which is highly effective and evolves with your business, making it a must-have for any profit-making business.

From the smallest neighborhood dry cleaner to the Burger Kings and McDonald's all over the globe – all working businesses intuitively know that branding and name recognition are key to keeping a business name and its product in the forefront of the customer's mind when that customer thinks of a consumable product, therefore continuing that profitable retailer-has-what-consumer-wants-so-consumer-shops-with-retailer-and-keeps-coming-back idea moving ahead at full locomotive speed. Everybody gets what they want – a win-win deal to be sure.

How does a business develop and maintain name recognition with its ever-changing and increasingly discerning buying public? Work with your marketing gurus or hire a top-notch consultant, and start with the basics:

- Establish and develop a viable and consumable product – something the customer will want again and again.
- Determine your business's market place – locally, nationally, internationally.
- "Personalize" the branding and name recognition of your company's name with a distinctive eye-catching logo, a unique color scheme, and a killer slogan.
- Initiate your branding/marketing/name recognition campaign – and keep it going – in whatever advertising venue best suits your niche, and is cost effective to your growing business.
- Then, go to your buying public, reaching as wide an audience as possible within your chosen niche and geographic location – your name recognition campaign could be via radio, television, billboard, door-to-door flyers, the Internet, and/or business-to-business reciprocal referrals.

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Companies like United Parcel Service (UPS) and Target have mastered this name recognition methodology. UPS and Target, among a multitude of other small to large corporations “get it” in knowing the value of effective branding and name recognition – your business can achieve these same results.

What does it take?

1. Vision and belief in your product.
2. The willingness to spend some money to advertise and market your business and its product so you will have a return on your branding and name recognition efforts.
3. Perseverance to continue to check the consumer barometer from time to time to confirm your product is still a viable consumable, that your business is still branded in its unique name recognition with your buying public (a.k.a. market research).
4. Continual tweaks and improvements as necessary.

Think of UPS and the color brown immediately pops into your mind, right? Try thinking of the color brown without thinking of UPS. Can you? Brown is everywhere; their UPS trucks, their uniforms, their logo, and even their slogan: “What can brown do for you?” With this kind of visually effective color association to product and company name, UPS guarantees itself a large customer base by branding and name recognition: think brown; think package delivery – call UPS.

Conjure in your mind a bulls-eye – that distinctive, huge red and white round circle – and you instantly associate this with Target, the store for every man and woman. How can you avoid it? Along any major highway strip mall is that larger-than-life bold red and white bulls-eye and the name Target right there in huge block letters. Target shoots the arrow dead-center bulls-eye for its consumers with its on-target slogan: “Expect more. Pay less.” What could any cost-conscious consumer think is a better deal than this? It grabs you. And even better, keeps you coming back to Target to get super value for not a lot of your bucks. Name recognition mission on-Target!

The next time a consumer needs something whether it is moisturizer, foundation, a great burger and fries, some dishwasher soap, or a great new pair of trendy jeans or hiking boots, this customer could call up the Pink Lady she knows in her neighborhood for her Mary Kay products, then hop in the car and drive down to Burger King or McDonald’s for that tasty meal, and then buzz over to Target and finish up with the household staples and pair of jeans – maybe buy those affordable and high-quality hiking boots too.

It’s all in a name – name recognition in direct relation to branding. Small and mid-sized companies do this just as well as the big guys do by staying true to their vision and consistently delivering the goods or services over and over again. For more insight about your opportunities in this area, give us a call. ■