CAKE INC.

THE CHALLENGE

Before Nate Evans and Rodney Burch, two successful business owners and entrepreneurs, invested thousands of dollars, time, and energy into their latest idea, they wanted unbiased expert advice. They needed credible research about how the local and national economy would impact their business, insights into potential competitive threats, and a formal business plan to help raise start-up capital.

THE SOLUTION

Nate and Rodney partnered with Bengal Solutions to access and interpret in-depth local and national research on competitors, develop growth projections, and act as independent expert advisors to help write a business plan.

Nate Evans commented, “We partnered with Bengal Solutions to develop a business plan with all the information we needed to make an informed decision as to whether or not we should launch our business idea.” The partnership began with an initial consultation during which Nate and Rodney shared their vision and goals with the Bengal Solutions team. The Bengal Solutions team consisted of McKay Womack and Paul Amoah, both consultants and MBA students at Idaho State University. McKay said, “It was exciting to work with such accomplished entrepreneurs on a project that truly mattered.”

THE IMPACT

Within two weeks after the initial meeting McKay and Paul delivered details about specific competition, marketing plans, and strategic recommendations. Bengal Solutions also helped write a business plan that was used to launch the business. Nate reported,

“I would give McKay and Paul a 10 out of 10 for their professionalism. They had the ability to ask the right questions, deliver quality results under tight deadlines, and most of all, they delivered the good and bad news we needed to hear. They gave us the ‘watch-outs’ and made recommendations to help us avoid very costly mistakes. They delivered independent research that added significant credibility to our plan.”

“We partnered with Bengal Solutions to help develop, test, and validate our business plan. Their final deliverable was a business plan we could take to the bank.

...They had the ability to ask the right questions, deliver quality results under tight deadlines, and most of all, they delivered the good and bad news we needed to hear...”

Nate Evans
Owner
CAKE INC & Entrepreneur
February 2011

Bengal Solutions offers low-cost consulting services to local businesses. It is a vehicle for the Idaho State University College of Business’ mission to stimulate economic growth in Southeast Idaho. If your business is interested in engaging Bengal Solutions and the E-Center, call Sam Peterson, MBA at (208)282-2966 or email petesam@isu.edu.

http://isu.edu/cob/casestudies.shtml