

## Section 2: Concept History and Background

### Business Concept:

Finally Free Desserts is a bakery/café where you can enjoy our outrageously delicious and varied selection of gluten-free breads and gluten-free desserts. All of our fresh gluten-free products are made from scratch with only pure, wholesome ingredients (no preservatives). We also offer many allergy friendly desserts for anyone with nut, peanut, dairy, or egg allergies!

We offer our products and service at the Greater Madison West area for families who have a gluten free intolerance or who are interested in gluten free diets. We provide the convenience of gluten free desserts that are prepared for our customers by specially trained gluten free chefs.

### Idea Concept:

My idea of an all gluten free bakery/café came from market trend and my gluten allergy. Market trends and research is showing that intolerance to gluten is becoming more and more common in society. Research has shown that all people are born with the gene to have the intolerance to gluten but it has to be triggered by an event in a person's life. Because of this, more people are being diagnosed with this disease and are in need of gluten free desserts that can conveniently be prepared for them by Finally Free Desserts.

Also, I am on an all gluten free diet, and although there is gluten-free ingredients to prepare your own gluten-free desserts it takes a lot of time and preparing to do so. I thought it could be extremely convenient for there to be a gluten free bakery/café which would offer gluten-free desserts to family without the struggle to prepare their own.

### Getting Into Business:

I would have to start my business from scratch because currently there is no gluten-free bakery/café in the market place. I will consult though with local stores and bakeries that carries gluten-free desserts to learn about their ingredients providers.

### My Background:

This business is a good fit for me because I am gluten-free to begin with! I will not have to do any extreme researching on gluten food allergies because I already know everything a gluten-free person can and cannot eat. I also have a ton of gluten free do and don't books and many gluten-free cookbooks.

### Market Potential for Success:

This idea will be successful business and have a strong consumer demand because more and more people are being diagnosed with gluten intolerance every day. Most of these people are not going to have the patience or the time to slave over an oven all day to prepare gluten-free desserts for themselves. People are interested in convenience which my gluten-free bakery/café will offer instantly by preparing their desserts for them.

## Business Concept

**The business is an event/meeting planning business focused at providing small and large businesses the convenience and ease of executing events/meetings with little effort. Meetings will be collaboratively planned based on individual corporate goals and carried out at contracted venue sites.**

I would like to start a corporate event/meeting planning business. The business would work with businesses from around the Midwest to plan entertaining, interactive, and informative meetings. The meetings that would be planned would be for business executives, employees, and investors. The event planning business would be a service business.

The greater Madison area has numerous businesses that are mid-sized or larger. Each business has to have meetings, whether they are weekly, monthly, or quarterly. They have to present information to their employees, executives, and possible investors. Many meetings tend to simply “push” information, without interacting with the attendees. This leads to boring meetings, and feeling that meeting day is a chore. By planning a business meeting for companies, the goal is to create interesting, interactive meetings that hold the attention of attendees. There is also no event planning business, solely focused on businesses, in the greater Madison area.

I really like to take people’s visions and turn them into something “tangible.” Although this business is a service, it will still take vision to turn it into something real. I also like to make sure that people have a good time and enjoy their experiences, which is something that is a key component in the corporate meeting planning business. I enjoy talking in front of people, which is something that I could incorporate into the business meetings; for example, delivering a keynote or running a workshop. Lastly, I enjoy working hands on with activities, so by planning these meetings, and even putting them on in some cases, I would be able to do that.

As a corporate meeting planner I would create fun, interactive, yet informative business meetings for employees, executives, and investors to maintain interest throughout the entire meeting.

I would be providing a service to businesses by planning business meetings that maintain interest. The ideal consumer would be middle to large-sized businesses in the Midwest region. The benefit of the business would be presenting meeting information in an interesting and informative way to continue to hold the attention of meeting goers. This way it will save time and money for the businesses, the information will be remembered and retained because of the interactive format of the meeting, which would lead to fewer misunderstandings and mistakes on the job.

There are no licensures necessary for this job. However, to become more competitive an associate's or bachelor's degree in hospitality management is beneficial. Similarly, becoming certified by the Convention Industry Council will also give you an edge over competitors.

The business that I would like to start is a dance studio. The studio will not be as large as most dance studios, but it will offer very high quality instruction in ballet, tap, jazz, and baton. I will also offer specialized programs for very young children and birthday parties along with the normal dance lessons. In addition, there will be a small dance boutique in my studio that will sell leotards, tights, shoes, and other dance merchandise. With the addition of this small dancewear area, my business becomes one that will sell both services and products.

I have the desire to start up a small dance studio in the city of Cross Plains because I feel that there is a huge need for one in this area. From my own personal experiences as a child living in a rural area where there was no dance studio, I know that there are a lot of children who would like to take dance lessons, but their parents simply do not have the time or desire to drive them into Madison for lessons. I believe that it is a shame that these children are not given the opportunity to experience the wonderful art of dance simply because they don't live in a big city. Additionally, I feel that a smaller dance studio is a better learning environment for children. From my own experience, I know that it is very difficult to feel a sense of belonging when you attend a large dance studio where the teachers hardly know your name. Childhood is a crucial time, and I feel that a smaller dance studio meets their needs better and will allow them to grow as creative individuals.

Secondly, I developed the idea of offering specialized classes for very young children from my observations numerous dance classes. I have noticed that the majority of children ages two to five are really not ready to learn very much about dance. They have not developed the concentration necessary to focus on the fundamentals of dance, and I feel that this frustrates them and probably turns them off to dance at a very early age. I believe that it is necessary for young children to have fun at their dance classes so that they will want to continue dancing, but I also know that it is important that they develop coordination and self-discipline from a very early age. Keeping these realities in mind, I have developed a program for youngsters in which they can be introduced to dance and have fun at the same time. In this program, children will develop coordination and concentration by working with props such as ribbons, scarves, and balls, but will also be introduced to the basics of ballet. I feel that this program is very different from anything that other studios are presently offering and that it will be very effective in getting children interested in dance from a young age.

I believe that I have had tremendous amounts of experience that make me a good person to start this type of business. I have been dancing since I was five years old and have reached an advanced level in ballet, tap, and jazz. I was also a demonstrator and teacher's assistant at my

dance studio for four years. Through this experience I have learned the basics of teaching dance, and was given many opportunities to teach classes under the supervision of a teacher. After all of these years being a teacher's assistant, I was able to teach classes on my own. I have also attended ten intense teacher's training seminars and workshops that have expanded my knowledge of dance instruction. Most importantly, I am certified by the Chicago National Association of Dance Masters, a prestigious dance association in the Midwest, to teach dance classes to children ages one to seventeen.

In addition to my experiences of assisting dance instructors and teaching classes on my own, I have also learned a good amount about how a dance studio operates from working at the Kehl School of Dance for two years. When I began working at Kehl's, my duties were primarily those of a receptionist, but after approximately a year, I was given more responsibilities that have helped me to gain a better understanding of the processes involved in running a dance studio. These new responsibilities included entering payments into the computer, sending out notifications to customers, assisting in the placement of new students into proper levels, making sure the inventory of dancewear was adequate, and ordering costumes for the recitals. I feel that my experiences working at this particular dance studio have helped prepare me for the role of operating my own dance studio.