



STRATEGIES FOR GROWTH HOW TO EXPAND YOUR BUSINESS CHANNELS EFFECTIVELY!

Tuesday, October 16, 2007, 2:45 – 4:00

Presented by:

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- The overall goal of this session is to provide the participants with insight on how to effectively develop and implement a new business channel in consideration of performance measures that brings the highest possible returns at tolerable levels of risk.



Developing the Concept or Strategy

➔ Think outside the Bowl



➔ What are the possibilities?

Challenge the Concept or Strategy

- Core Competencies
- Market experience
- Do we have the internal resources, are there outsourcing solutions
 - Personnel Requirements
 - Business Processes and Systems
- Customer defined
- Customer re-defined



- Clearly translate the Concept or Strategy into well defined Goals and Objectives
- Conduct Market Research
- What are the Compelling Arguments
- What might the Barriers to success be
- Drill Objectives down into tangible & manageable targets



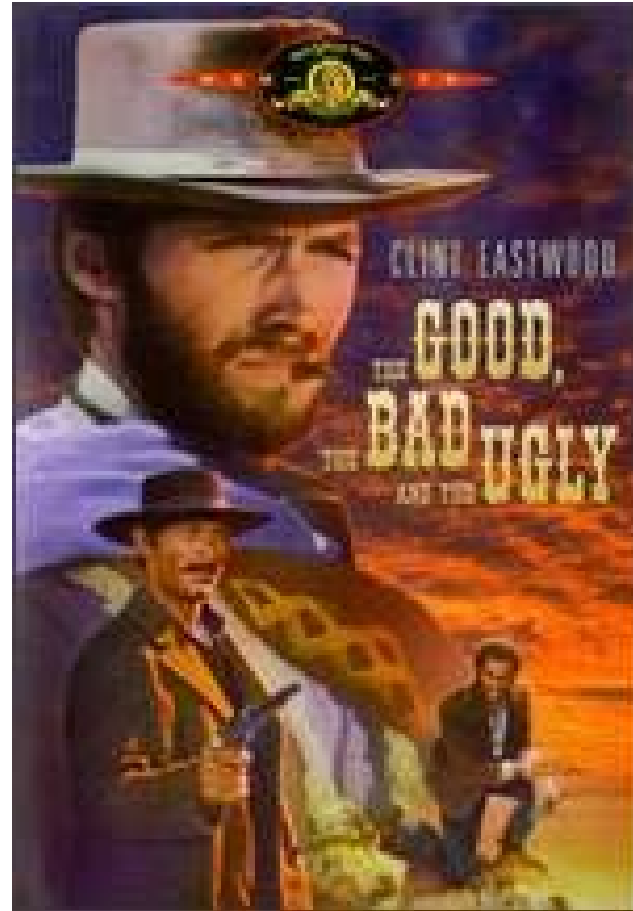
→ Determine the financial implications and capital requirements

- Initial Investment
- Forecasting / Budgeting
- Run rate at a loss
- Breakeven Point



Realistic Challenges in Deploying new Strategic Objectives

- ➔ The Good
- ➔ The Bad, and
- ➔ The Ugly



In Conclusion

- ➔ Do we have a plan?
- ➔ Who is our new customer? Can I compete for this customer?
- ➔ Can we financially support a change?
- ➔ When do we expect to earn profits?
- ➔ Do I have the internal expertise, if not, where I am going to find these individuals?
- ➔ Do my current processes support the new channel, if not, what must be changed?
- ➔ Does my technology need to be enhanced?
- ➔ Can I manage all types of risk?
- ➔ What can be outsourced? Who are those business partners?

