TENKILLER TERO BUSINESS PLAN

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Executive Summary

Building Bridges for Cherokee Prosperity with Tenkiller TERO

Tenkiller TERO, based in Tahlequah, Oklahoma, operates with the mission to leverage TERO Certification in addressing the needs of the Cherokee Nation, while fostering economic growth and sustainability. By mobilizing certified resources and aligning them with local expertise, Tenkiller TERO establishes a network that significantly contributes to the community's development and prosperity.

Mission

Our mission is to create opportunities for TERO Certified businesses by understanding and addressing the specific needs of the Cherokee Nation, thereby contributing to the community's economic growth and sustainability.

Problem

Many businesses and governmental entities within the Cherokee Nation lack access to certified resources that can effectively address their unique challenges and opportunities. This has led to underutilization of local expertise and hindered economic growth.

Solution

Tenkiller TERO provides a strategic platform that connects TERO Certified businesses with governmental bodies and local enterprises. By leveraging certification and aligning with local standards, we ensure effective collaboration that meets the specific needs of the Cherokee Nation.

Primary Products & Services

Our primary services include facilitating partnerships between TERO Certified businesses and entities seeking such collaboration. We offer consultancy services to help businesses understand and meet TERO Certification standards, along with providing resources for sustainable development projects.

Primary Business Model

Tenkiller TERO operates on a consultancy-based business model, generating revenue through service fees from facilitating partnerships and providing consultancy services aimed at achieving TERO Certification and meeting

local standards.

Industry Overview

The TERO (Tribal Employment Rights Ordinance) industry focuses on enhancing employment and business opportunities for tribal members. This industry aims to foster economic self-sufficiency by ensuring tribal

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SWOT Analysis

Strengths

- 1. Deep understanding of Cherokee Nation's cultural and economic landscape.
- 2. Strong network of TERO Certified businesses and resources.
- 3. Established relationships with local governmental bodies and enterprises.
- 4. Commitment to community development and sustainability.
- 5. Expertise in aligning local expertise with certified standards.

Opportunities

- 1. Expansion of services to a broader range of governmental bodies.
- 2. Increasing demand for collaboration with certified businesses.
- 3. Opportunities to leverage technology to enhance service delivery.
- 4. Growing interest in sustainable and communityfocused business practices.
- 5. Potential partnerships with other indigenous and local enterprises.

Weaknesses

- 1. Limited market presence outside the Cherokee Nation.
- 2. Dependence on TERO Certification for business opportunities.
- 3. Potential challenges in scaling operations beyond local regions.
- 4. Limited financial resources for expansion and marketing.
- 5. Potential gaps in technological infrastructure and tools.

Threats

- 1. Increasing competition from non-certified businesses.
- 2. Economic fluctuations impacting local enterprises.
- 3. Regulatory changes affecting TERO Certification processes.
- 4. Challenges in maintaining cultural integrity while expanding.
- 5. Potential dependency on a limited number of key clients.

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Business Models

Tenkiller TERO operates through diverse business models that are tailored to promote economic growth and cater to the needs of the Cherokee Nation. By leveraging the TERO Certification, Tenkiller TERO explores various pathways to engage with governmental bodies, local enterprises, and organizations, creating mutually beneficial opportunities.

Service-Based Model

This model focuses on providing services to TERO Certified businesses and local communities within the Cherokee Nation, leveraging local expertise and resources.

Advantages

- Direct engagement with community needs
- Flexibility in service offerings
- Potential for high customer loyalty

X Challenges

- Dependency on skilled labor
- High competition for similar services
- Maintaining consistent service quality

Partnership and Collaboration Model

Tenkiller TERO forms strategic partnerships with governmental bodies and organizations to extend its reach and influence within the local community.

- Shared resources and expertise
- Enhanced credibility through alliances
- Diversified revenue streams

- Coordinating objectives among partners
- Potential for dependency on partners
- Negotiating favorable terms

Consulting and Advisory Model

This model entails providing advisory services to enterprises seeking to align with TERO Certification standards, maximizing their potential for community engagement.

- High demand for specialized knowledge
- Opportunities for long-term client relationships
- Ability to influence market trends

- Continuous need for up-to-date expertise
- High reliance on reputation and client trust
- Competitive advisory market

Training and Development Model

Tenkiller TERO

Inrough this model, Tenkiller TERO offers training sessions and workshops to enhance the skills of the local workforce, aligning them with TERO standards.

- Fosters community skill development
- Creates a pipeline of skilled labor

X Challenges

- Requires significant upfront investment
- Measuring training effectiveness

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Viability Analysis



Tenkiller TERO has a strong foundation for viable business operations, leveraging its strategic location and mission-driven focus to serve the Cherokee Nation and surrounding communities. The company's viability is notably high due to several key factors:

Strategic Location

Tenkiller TERO operates in Tahlequah, Oklahoma, the capital of the Cherokee Nation. This location provides access to a range of governmental bodies, local enterprises, and organizations interested in collaborating with TERO Certified businesses. Being positioned in this regional hub enhances the company's potential for sustained engagements and partnerships.

Unique Value Proposition

The company's deep understanding of Cherokee Nation's needs and its focus on mobilizing certified resources effectively give it a competitive advantage. By aligning local expertise with certified standards, Tenkiller TERO stands out as a crucial player in fostering economic growth in the community.

Market Demand

There is a growing demand for TERO Certified businesses to address specific community needs and governmental projects. Tenkiller TERO can capitalize on this trend by providing services that meet certified standards, which are increasingly required by local and federal projects.

Community Impact and Support

Tenkiller TERO's mission to contribute to the community's development and prosperity aligns with local and national interests, which can result in increased support from both community members and larger governmental initiatives.

Based on these elements, the viability estimate for Tenkiller TERO is approximately 85 out of 100. This high viability score reflects the company's strong alignment with its target market's needs, its strategic positioning within the Cherokee Nation, and its ability to leverage certified resources to foster community development.

Sources

- 1. Cherokee Nation Official Website: Cherokee Nation
- 2. TERO Certification Details: TERO Certification

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Industry Overview

25%

TERO Certified Businesses
Growth

\$4M

Local Government Contract Spending

30%

Cherokee Nation Economic Contribution

The industry in which Tenkiller TERO operates is centered around TERO Certification and its application within the Cherokee Nation. This industry primarily involves collaboration with TERO Certified businesses and organizations that require such certification for engagement in projects focused on community development and economic empowerment.

Key Industry Trends

- Increased Demand for Certified Services: There is a growing emphasis on employing TERO Certified businesses due to their adherence to tribal employment rights and standards.
- Focus on Community-based Development: More projects are being funded with the requirement of involving local certified entities, ensuring that economic benefits remain within the community.
- **Technological Integration**: The industry is increasingly integrating technology to streamline processes, enhance communication, and improve project efficiency.

Competitive Landscape

- **Emerging Local Enterprises**: The industry is witnessing a rise in new TERO Certified enterprises, enhancing competition but also driving innovation and service quality.
- Partnerships with Governmental Bodies: Collaboration between TERO Certified companies and governmental organizations is strengthening, providing a solid foundation for long-term projects.

Regulatory Environment

- Adherence to TERO Regulations: Companies operating in this industry must comply with the guidelines and standards set by the Tribal Employment Rights Office, ensuring fair employment practices and community engagement.
- **Evolving Policies**: Regulatory updates are frequent, necessitating businesses to stay informed and adapt swiftly to maintain compliance and leverage new opportunities.

In essence, the industry is characterized by an increasing demand for TERO Certified services, a strong focus on community engagement, and a regulatory landscape that emphasizes compliance and adaptability. These elements collectively contribute to a dynamic and impactful industry environment where Tenkiller TERO can thrive and contribute significantly to local economic growth.

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Target Audience



40% - Governmental Bodies

Includes local and regional governmental agencies seeking collaborations with TERO Certified businesses.

35% - Local Enterprises

Comprises businesses within the Cherokee Nation looking to partner with certified entities.

25% - Community Organizations

Encompasses organizations focused on economic development and community enhancement initiatives.

Tenkiller TERO aims to engage a diverse range of target audiences that play a pivotal role in the development and growth of TERO Certified businesses within the Cherokee Nation. By understanding the unique needs and characteristics of these groups, the company can tailor its strategies to foster meaningful partnerships and drive regional economic sustainability.

Governmental Bodies

Governmental bodies responsible for infrastructure and community development initiatives within the Cherokee Nation present a key audience for Tenkiller TERO, offering significant collaboration opportunities for certified businesses.

Profile

- Decision-makers in infrastructure projects
- Policy influencers
- Community development authorities

Goals

- Enhance regional infrastructure
- Promote sustainable community projects
- Streamline collaboration with TERO entities

(S) Frustrations

- Navigating complex regulatory landscapes
- Ensuring community projects are inclusive
- Limited budget allocations

Preferences

- Transparent communication
- Proven track record of project success
- Compliance with TERO standards

* Behavioural Considerations

- Detail-oriented decision-making
- Risk-averse approach
- Preference for long-term partnerships

Where to Find

- Government conferences and seminars
- Official government meetings
- Local community events

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Market Size & Trends



Understanding the current market trends is crucial for Tenkiller TERO as it navigates opportunities within the Cherokee Nation. By identifying and leveraging these trends, the company can strategically position itself to foster economic development and sustainability for TERO Certified businesses.

Increasing Demand for Certified Enterprises

There is a growing demand for businesses that are certified, as organizations seek verified partners to ensure quality and compliance. TERO Certification stands as a significant asset in this market climate.

E Key Points

- Rising need for quality assurance in business collaborations
- Certification seen as a mark of reliability and trustworthiness
- Increased investment in partnerships with certified enterprises

→ How to Leverage

- Highlight TERO Certification in marketing strategies
- Develop partnerships emphasizing certified standards
- Educate potential clients on the benefits of TERO Certification

Focus on Local Economic Development

Tenkiller TERO

Communities are increasingly focusing on local economic development and sustainability. This trend aligns with Tenkiller TERO's mission to boost economic growth for the Cherokee Nation.

Key Points

- Shift towards supporting local businesses
- Emphasis on sustainable development practices

How to Leverage

- Engage in local community initiatives
- Showcase contributions to local economy in

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Core Offerings

Tenkiller TERO is dedicated to providing a suite of products and services that address the unique needs of the Cherokee Nation and its partners. By leveraging TERO Certification, we aim to reinforce economic development and facilitate sustainable business practices within the community. Our core offerings are designed to meet specific demands of governmental and local enterprises, while also promoting collaboration and growth.

Consulting Services for TERO Certification

Offering expert guidance and support for businesses seeking TERO Certification, focusing on compliance and strategic alignment with Cherokee Nation requirements.

Advantages

- Enhances business credibility
- Increases market access
- Aligns with Cherokee Nation's strategic goals

② Target Audience

- Local businesses seeking certification
- Governmental bodies
- Enterprises aiming for strategic partnerships

Marketing & Promotion

- Targeted online campaigns emphasizing certification benefits
- Workshops and free initial consultations
- Partnership with Cherokee Nation platforms

- Regulatory compliance complexities
- High initial learning curve
- Keeping up with policy changes

Pricing Strategy

- Competitive hourly rates
- Package deals for comprehensive consultations
- Discounts for long-term contracts

Execution Strategy

- Develop tailored consulting plans
- Utilize experienced TERO consultants
- Establish clear timelines and deliverables

Workforce Development Programs

Programs designed to enhance the skills of the local workforce, with a focus on aligning with TERO Certified businesses' needs and industry standards.

Advantages

- Fosters skill development
- Increases employment opportunities

Challenges

- Limited funding resources
- Adapting curriculum to industry changes

Tenkiller TERO

- Supports economic growth
- ② Target Audience
- Unemployed individuals
- Local enterprises
- Educational institutions

- Engagement and retention of participants
- Strategy
- Subscription-based model
- Customized training packages
- Grants and subsidies support

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Expansion Opportunities

Tenkiller TERO is exploring diverse expansion opportunities to enhance its portfolio of products and services, leveraging its deep understanding of the Cherokee Nation's needs. These innovative ideas aim to create new revenue streams while staying aligned with the company's mission to foster economic growth within the community. Below are ten imaginative initiatives that could potentially transform our offerings and impact regional development.

Cultural Heritage Virtual Tours

Offering immersive virtual tours of Cherokee historical sites and cultural experiences.

Advantages

- Promotes cultural education
- Expands audience reach globally
- Low overhead after initial setup

② Target Audience

- Educational institutions
- Global tourists
- Cultural enthusiasts

Marketing & Promotion

- Partner with tourism boards
- Targeted social media campaigns
- Collaborations with educational platforms

K Challenges

- High initial technology costs
- Need for constant content updates
- Bandwidth and access limitations in some areas

Pricing Strategy

- Tiered pricing based on tour length
- Subscription model for frequent users
- Discounted rates for educational institutions

Execution Strategy

- Develop partnerships with tech firms for VR capabilities
- Hire Cherokee historians and storytellers
- Create robust digital content management

Eco-Friendly Construction Materials

Produce and supply sustainable construction materials sourced locally within the Cherokee Nation.

- Supports sustainability goals
- Utilizes local resources
- Enhances community employment

- Securing sustainable raw material supply
- Meeting certification standards
- Convincing market of product quality

② Target Audience

- Construction companies
- Government projects
- Eco-conscious developers

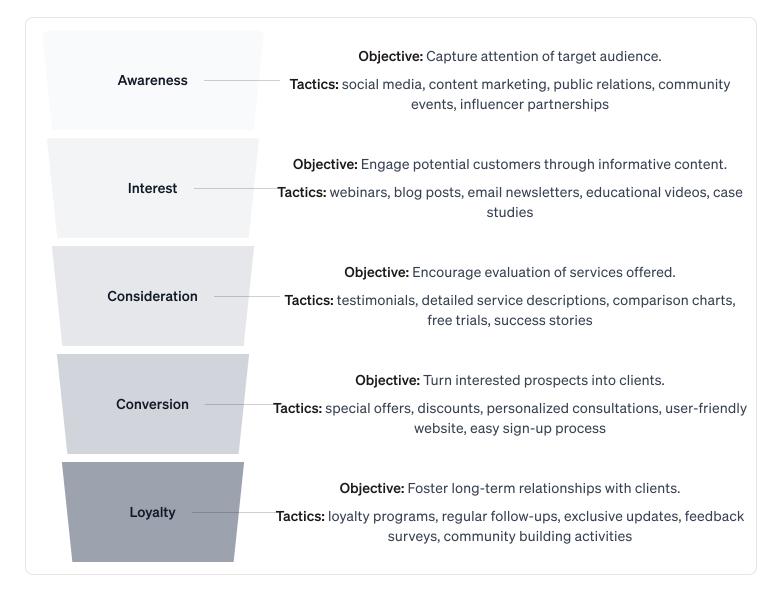
Pricing Strategy

- Competitive pricing against traditional materials
- Volume discounts for large projects
- Incentives for TERO Certified businesses

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Marketing Overview



Tenkiller TERO's marketing strategy is designed to effectively position the company within the Cherokee Nation and broader business environment by leveraging its unique expertise and TERO Certification. The strategy focuses on building strong relationships with governmental bodies and local enterprises, while fostering community growth and sustainability.

Approach

Our approach is to align Tenkiller TERO's offerings with the specific needs of our target market, emphasizing the unique value of TERO Certification. We aim to establish Tenkiller TERO as a trusted partner for local businesses and organizations seeking certified resources.

Goals

- Enhance brand awareness within and beyond the Cherokee Nation.
- Establish strategic partnerships with key organizations and enterprises.
- Increase engagement with TERO Certified businesses.
- Drive sustainable economic growth in the local community.

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Branding & Identity



A harmonious blend of earthy and natural tones reflecting cultural richness.

Logo Idea

The logo for Tenkiller TERO features an abstract representation of a soaring eagle, symbolizing empowerment and vision. The eagle is combined with intricate Cherokee Nation patterns, reflecting the connection to culture and heritage. The design is sleek and modern, suitable for digital and print formats, with the company name 'Tenkiller TERO' incorporated in a bold and contemporary font underneath.

Typography

The fonts chosen for Tenkiller TERO are Lato and Libre Baskerville. Lato offers a modern and clean aesthetic, making it ideal for digital communication and ensuring readability across various mediums. Libre Baskerville, a serif font, adds a touch of tradition and elegance, reflecting the company's ties to the Cherokee Nation's rich cultural history.

Imagery & Photography

Imagery will focus on capturing the essence of the Cherokee Nation, featuring vibrant landscapes, community gatherings, and the craftsmanship of local artisans. Photography should be authentic and resonate with the cultural values of the community, showcasing both tradition and progress.

Brand Voice

The brand voice is confident, knowledgeable, and community-focused, aiming to inspire trust and foster partnerships. It conveys a message of empowerment and collaboration, aligning with the mission to support economic growth and sustainability.

Brand Values

Empowerment, Collaboration, Cultural Integrity, Economic Growth, Community Sustainability.

Brand Personality Traits

Reliable, Innovative, Culturally-Rooted, Collaborative, Empowering.

Customer Promise

We promise to provide exceptional service and support to foster sustainable growth and opportunities for TERO

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Customer Retention

To ensure long-term success and sustainability, Tenkiller TERO focuses on robust customer retention strategies. By strengthening relationships with existing clients, the company aims to enhance client satisfaction, drive repeat business, and foster loyalty within the community. Here are six innovative ideas for customer retention tailored to the unique needs of Tenkiller TERO.

Loyalty Program for TERO Certified Partners

Develop a loyalty program that rewards TERO Certified partners for their continued collaboration and support.

Key points

- Focus on rewarding loyalty
- Enhance partner engagement
- Tailor rewards to partner needs

9 Opportunity

- Strengthen relationships with partners
- Encourage repeat business
- Increase partner satisfaction

Challenges

- Designing an appealing rewards structure
- Monitoring program effectiveness
- Managing program costs

Execution Strategy

- Conduct surveys to understand partner preferences
- Develop a tiered rewards system
- Regularly update and promote the program

Customized Training Workshops

Offer personalized training workshops for clients to help them maximize the benefit of TERO Certifications.

Key points

- Provide value-added services
- Empower clients with knowledge
- Foster lasting partnerships

9 Opportunity

- Establish authority and trust
- Encourage deeper engagement
- Increase client satisfaction and value perception

Challenges

- Scheduling and resource allocation
- Ensuring content relevance
- Measuring training impact

Execution Strategy

- Identify key training needs
- Develop flexible workshop schedules
- Collect feedback to improve future sessions

Community Engagement Initiatives

Tenkiller TERO

Create initiatives that involve clients in community projects and events, fostering a stronger connection with Tenkiller TERO.

Key points

- Connect clients with community efforts
- Strengthen local ties

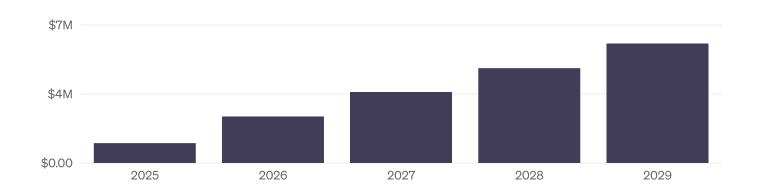
X Challenges

- Coordinating logistics for events
- Ensuring client participation

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Revenue



+ Add Revenue Stream

Monthly Data

Revenue Stream	2025	2026	2027	2028	202
Consulting Services	\$152,190	\$171,492	\$193,241	\$217,749	\$245,36
Training Workshops	\$47,559	\$53,591	\$60,388	\$68,046	\$76,67
Certification Fees	\$464,466	\$1,326,511	\$2,206,635	\$3,117,500	\$4,072,19
Resource Mobilization	\$6,341	\$7,145	\$8,052	\$9,073	\$10,22
Partnership Programs	\$336,773	\$801,799	\$1,131,689	\$1,398,527	\$1,642,52
Total Revenue	\$1,007,330	\$2,360,538	\$3,600,005	\$4,810,895	\$6,046,98

Team & Roles

At Tenkiller TERO, we believe that building a strong, dedicated team is essential to fulfilling our mission of economic growth and sustainability within the Cherokee Nation. We have carefully curated a team of professionals who are not only skilled in their respective fields but are also deeply committed to our goals. Each role is designed to optimize our operations, align with our strategic objectives, and enhance our engagement with the community.

Chief Executive Officer

Leads the overall strategic direction and vision of Tenkiller TERO, ensuring alignment with the company's mission and goals.

Responsibilities

- Set comprehensive goals for performance and growth
- Lead employees to encourage maximum performance and dedication
- Evaluate performance by analyzing and interpreting data and metrics

Typical Cost To Hire

\$150,000 - \$200,000 per year

Personal Attributes

- Strong leadership and organizational skills
- Excellent communication and public speaking skills
- Strategic mindset and ability to visualize the bigger picture

Oriving Motivators

- Desire to drive organizational growth and sustainability
- Passion for community development and economic empowerment
- Commitment to innovation and excellence

Operations Manager

Oversees the implementation of business processes and ensures operational efficiency within Tenkiller TERO.

Responsibilities

- Improve operational management systems, processes, and best practices
- Lead and promote a culture of continuous improvement
- Support budgeting and resource allocation activities

Personal Attributes

- Strong analytical and problem-solving skills
- Ability to manage multiple priorities and projects
- Excellent interpersonal and communication skills



\$70,000 - \$90,000 per year

Oriving Motivators

- Interest in optimizing efficiency and effectiveness
- Commitment to process improvement and excellence
- Engagement in strategic planning and execution

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