

IS THIS A GOOD TIME TO START A NEW BUSINESS?

14 BIG BUSINESSES THAT STARTED IN A DEPRESSION OR RECESSION



We're On The Web
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Using our process you can get your business plan created quickly and get the cash you require.

The key to getting your loan is knowing what the lender wants and then how to show the lender you're ready mentally and financially to become a successful business person.

Choosing to use a franchise is an excellent strategy!

Do you ever wonder if now is a good time to start your business but you are concerned that in today's economy maybe the cards are stacked against anyone starting a new business? ***Now may be the best time!***

Below are **14 BIG** US businesses that all started in either a depression or recession:

Hyatt Corp. Opened its first hotel at the Los Angeles airport during the Eisenhower recession (1957–1958). It now operates more than 365 hotels in 25 countries offering premium services to its guests.

Burger King Corp. Started in 1954 by James McLamore & David Edgerton in Miami, Florida during the Eisenhower recession of 1957—1958. Today it operates more than 11,700 stores in 65 countries serving its signature “flame-broiled” burgers. Sales fiscal 2009 \$2.55-billion.

IHOP Corp. Opened in July 1958 during the Eisenhower recession in Toluca Lake, CA. Al and Jerry Lapin started this fast growing American Icon. Franchising started in 1961 with more than 1,300 US locations today serving their famous pancakes.

FedEx Corp. Started in 1973 during the first “oil crisis”. FedEx delivered 186 packages to 25 cities on its first night of operations and now manages over 7-million shipments everyday worldwide. FedEx's founder Frederick W. Smith wrote a business paper on next day delivery and his professor rejected the concept. Fiscal 2009 sales \$35-billion.

The Jim Henson Company was started by famed puppeteer Jim Henson in 1958. It's most famous puppet characters include Miss Piggy, Kermit the Frog, and Elmo.

WE HELP YOU CREATE YOUR BUSINESS PLAN

- Our fee for **professional assistance** is only **\$2,500**. It's paid \$1,000 to start, \$1,000 when your business plan package is complete and \$500 when your business plan is sent to a lender.
- Using our Financial Planning template we help you to create a pro forma financial plan that is both realistic and that meets the lenders requirements. **Our clients get financed!**

Nothing personal, George...



It's just the economy...

Are you ready to start your new business?

White Hutchinson Leisure & Learning Group, Leisure e News, April 2009

PANICS, DEPRESSIONS & RECESSION FACTS:

PANIC 1873 to 1879 Economic problems in Europe caused the largest US bank Jay Cooke & Company to fail after the US Civil war.

LONG DEPRESSION 1873 to 1896 caused by the collapse of the Vienna Stock Exchange, production in the US however increased.

POST WWI RECESSION 1918-1921 caused by shift from military to civilian production.

GREAT DEPRESSION 1929 to 1933 global crash of stock markets.

RECESSION 1937 caused by increased taxes in a weak economy.

RECESSION 1945 Decline in government spending & shift from wartime to peacetime output.

RECESSION 1953 post Korean War & change in US monetary policy.

RECESSION 1958 Tight monetary policy; budget surplus turns negative with lower production.

RECESSION 1973 Oil crisis when OPEC increased oil prices.

RECESSION 1980 stated when Iran raised the price of oil and reduced output.

RECESSION 2001 due to a collapse of dot.com stock bubble.

RECESSION 2007—? caused by a drop in home prices, reducing credit and increases in key commodities.

DEFINITION

There isn't a universally agreed upon definition for either "recession" or "depression." No doubt if you were to ask 50 different economists to define the terms recession and depression, you would get at least 51 different answers for each term.

CALL US TODAY TO DISCUSS FINANCING YOUR NEW BUSINESS!

Microsoft Corp. Surprised? Microsoft was founded in 1975 during the first oil price crisis. It started with DOS or disk operating system, which was sold and marketed by IBM and later millions of clones. Fiscal 2009 sales \$61.2-billion

CNN Cable News Network begin life in the recession plagued 1980 when the prime interest rate reached 21.5%. CNN revolutionized how we receive news and information with its 24/7 programming now a stable of the cable broadcasters. Now part of Time, Inc.

Trader Joe's First started as a chain of convenience stores called Pronto Markets during the Eisenhower recession of 1957-58. It changed its name to Trader Joe's in 1967 selling its unique branded grocery items with 300 stores in 25 states.

HP Hewlett-Packard started by Bill Hewlett and David Packard, Stanford classmates, in a garage in 1939 during the Great Depression. Sales \$117.8-billion for fiscal year 2008.

Sports Illustrated Launched its magazine in 1954 at the end of the recession. The magazine was lucky in that its start coincided with a boom in professional sports. Current circulation is about 1-million copies weekly.

GE General Electric was started in 1876 by Thomas Edison during the middle of the Panic of 1873, a six year recession. Edison is best known as the creator of the incandescent light bulb. Fiscal year 2009 sales \$170.9-billion.

MTV Networks Created a new venue for music combined with videos when it started during the economic downturn brought about by the first oil crisis and high inflation in 1981. MTV combines the best of music and action choreographed dancing.

Wikipedia Foundation, Inc. Started after the terrorist attack on 9/11, which started a recessionary period. This Internet based encyclopedia has more than 13-million articles and growing.

LexisNexis Started in 1973 oil crisis as a legal research service as a government contractor. Now a global enterprise providing legal research services in 100-countries with 18,000 employees.

The best time to start a business is often when others think it's the worst time. *Vistage International* an organization of CEOs, recently surveyed its members. One-third of respondents said they had been laid off or fired before becoming a Founder or CEO. *SmartBrief* did a similar survey of CEOs and company owners: 61% of respondents said they had been laid off or fired, and half said it was the best thing that ever happened to them. (White Hutchinson Leisure & Learning Group, Leisure e News, April 2009)

Now is the time to open your new business !

OUR CLIENTS GET FINANCED!!



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