



www.ExcaliburAdv.com

Corporate Office: 65 Inverness Dr East, Suite 600, Englewood, Colorado 80112 Phone: 720-212-0580

Do you want Pizza with your Ice Cream?

Let's pretend for a moment that instead of your current construction company, what you really sell is Ice Cream. Let's also say that you have a magnificent Ice Cream Parlor with a good reputation, good traffic, and located on a great street. In fact, your Ice Cream Parlor is a popular destination for all ages in your community and you sell a lot of Ice Cream.



However ... You notice that the people that come to have Ice Cream at your establishment, actually had Pizza or some other dinner, some place else before they came for that scoop of Ice Cream. You also notice that, much like your construction business, many times your revenues are flat during the winter because people don't buy as much ice cream in the colder months.

Now you start thinking ... I have a great location. I have a great reputation and an established infrastructure of running an Ice Cream establishment. Like most ambitious business owners, you start asking yourself – "How can I make more profit without adding more employees or headaches??"

The Answer is 'Pizza' ... Yes, you read this correctly – The Answer is to add 'Pizza' to your menu. What happens when you add Pizza? Your existing customers are now staying for dinner and buying pizza, bread sticks and soft drinks followed by Ice Cream. You have taken your existing customers and figured out how to make more profit from them increasing revenue by 5 to 10 times. In turn, your existing customers now tell others about your establishment which now serves more than Ice Cream. Many people never came to your Ice Cream parlor because they did not like Ice Cream. Now that you offer a wider selection and those new customers can order 'Pizza' and they have a reason to come in for a meal.



So what does Pizza and Ice Cream have to do with Your Construction Business?

What we are saying is that one of the best ways Wal-Mart, Pepsi, or any company can grow, is to diversify within to meet the needs of your existing consumers which expands your Customer base. In the Construction Industry you need to find your 'Pizza' and add it to your construction services.

For example, if your primary service is **Excavation** then look at adding **Concrete**. If your primary focus is **General Contractor** then add **Steel Building Materials** and so on.

When we look at the Construction Industry and Related Businesses we see these Primary business categories: What we like to refer to as Primary "food" groups!

Excavation	Concrete	Steel Building Materials	Installer / Erector	General Contractor	Interior Finish
------------	----------	--------------------------	---------------------	--------------------	-----------------

Where are you in this list? What is your Ice Cream and what 'Pizza' product can you add? The more 'Pizza' you offer, the bigger profit margin you will have because projects you are adding give you 5 to 20% additional margins and potential profit for your company. Growth and expansion also gives you greater control of pricing on individual projects, which equals more profit and more overall control.

**For help finding your 'Pizza' Call Excalibur Advertising Agency, Inc. today!
Phone: 720-212-0580**