

Tabitha and Tom Myers
Owners,
Myers Sportsman's
Connection
(814) 763-3030
myerssportsmansconnection.com

County: Crawford County

Industry:
Retail

Year Founded:
2016

SBDC Assistance:
Financial Analysis and
Marketing

Consultant: Shane Foster

Additional Partners:

Myers Sportsman's Connection in Saegertown, PA

The Myers family had a passion for the outdoors, but could never find a local retail store that shared the same passion. Being fed up with



"I am really thankful for the help and assistance I have received from Gannon University SBDC. Shane was wonderful to work with!"

-Tabitha Myers, Owner

traveling several miles to a "big box" store, only to discover the store cared more about profit than people, the Myers decided to follow their passion and start their very own sporting goods store in Saegertown, PA.

The Myers are no strangers to the small business community, operating a successful construction

company in the summer, allowed them to transition into the retail store environment. Once opened, they discovered that letting the public know they were in business was going to be their biggest challenge.

After speaking with a fellow entrepreneur, Tabitha was intrigued by the opportunity to receive free one on one business consulting. She decided to contact the Gannon University SBDC to receive help in developing a marketing strategy and materials.

Tabitha met with her consultant, Shane Foster, who was able to provide detailed tutorials and guidance in creating a robust marketing plan. Her marketing plan included developing a website, creating a social media presence on Facebook, and traditional offline marketing. One marketing strategy that continues to pay dividends is the creation of a Facebook® Group. With the creation of their own group, The Myers are able to build an online community of fellow outdoor enthusiast while promoting their brand.

Every week, the business grows and the Myers love seeing new faces walk through the door. They continue to post new and engaging social media content that highlight their customers' passion. They plan to continue to work with the SBDC while they grow their business and evolve into new markets. They also enjoy attending the SBDC's educational seminars.