



# A Case Study in Market Positioning

## Client Profile

Locally owned and operated, Fort Collins Executive Business Center is Northern Colorado's premier executive suite and virtual office solution for companies large and small. Squarely centered along the South College Avenue business corridor, FCEBC provides private office suites, day-office space, conference rooms, lounges, kitchens and virtual-office services

to companies ranging from home-based businesses and start-ups located within a 5-mile radius, to multi-national corporations based as far away as Australia.

## Business Situation

*A 4-year old dream realized.*

In April 2005, recognizing the convergence of time, place and opportunity, FCEBC opened its doors.

A start-up company, it had only one major competitor. Four miles away, in Old Town, they were not a problem. There was plenty of niche market space for both.

Ahead of the curve, owner Sandra Greer anticipated substantial growth in the entrepreneurial community and recognized the presence of branded national chains lurking in the shadows. Their threat: Swooping in and gobbling up market share once the executive office business climate matured.

Not one to wait and not one to be afraid, Sandra rolled up her sleeves. Facing her future meant fending off the well-financed conglomerate muscle before it arrived. It meant capturing the market today.

## The EDGE Solution

If you're a start-up company, start out right. Take charge. Face the future armed with a comprehensive corporate identity every bit as sophisticated as that of the big-dogs barking in the barnyard.

First, a logo designed for ultimate functionality; a polished, cornerstone image that reflects the corporate-style atmosphere, sophisticated technology and exceptional business services you offer.

Second, a line of marketing tools from business cards and letterheads to postcards, print advertisements and presentation folders. Branding your corporate professionalism builds confidence in your prospective clients.

Lastly, a place in cyberspace: The world wants to know you. Carve out an Internet presence with a savvy, functional, easy-to-use Website. ■

## Client Satisfaction

People ask if we're part of a national chain all the time, and I attribute that to the quality of the logo and the collateral package that EDGE provided. I'm very pleased with the design elements. The logo works for big banners, the signs on the building, pens, coffee cups, you name it, oh... and I can update and change the Website myself. It's nice not to be reliant on somebody else when I just want to make some textual changes.

— Sandra Greer