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Abstract: Lazy J S Ranch, a third-generation cattle ranch in Menoken, North Dakota, is expanding into producing registered quarter horses under the leadership of James Schmidt. This endeavor is inspired by the acquisition of Badlands Bet King, a five-year-old chestnut stallion with an illustrious lineage including notable sires Very Smart Remedy and Peptoboonsmal. The ranch's mission is to breed quality ranch mounts and working horses with genetic health, versatility, and good temperament. The non-financial goals include producing genetically healthy and conformationally correct horses while adding value to King as a stud through competitions and promotions. Financial goals aim to increase customer base and profitability through foal sales and stud services. The competitive advantage lies in King's unique lineage, making him desirable for those seeking working cow horses. A SWOT analysis identifies strengths like experienced breeding practices and genetic testing, weaknesses such as limited visibility, opportunities like networking with other breeders, and threats including market saturation and economic fluctuations. External factors like social trends, economic conditions, technological advancements, competitive landscape, and regulatory considerations shape the marketing strategy. The target market includes breeders, ranchers, and those seeking versatile horses for various purposes. Marketing efforts will leverage social media, local events, and partnerships with other breeders. Global expansion is not currently planned due to logistical constraints, but local and regional markets offer ample opportunities. The product lifecycle of horses is unique, with different stages reflecting their usefulness and value. Pricing strategies for stud fees and foals are determined based on market comparisons and value proposition. Finally, the marketing channels include word of mouth, social media, auctions, and potential website presence to reach

customers effectively. Overall, Lazy J S Ranch aims to establish itself as a reputable breeder of quality quarter horses tailored for ranch work and performance events.

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