

We are not “just retail” !

Mc Coy Financial LLC offers the VIENA support services to a variety of businesses



VIENA

Global Network

<http://jimmccoy.com/viena.html>

# CONTENTS

About Mc Coy Financial LLC

About the ~~VIENA~~ Network

Other retail services

Surviving the Recession

World Trade Organization and Multilateral Trade  
Agreements

Economic Development

Politics and Government

501(c)3

# MC COY FINANCIAL LLC

Mc Coy Financial LLC was established in September of 2010 as an Income Tax Service. Services were offered to individuals and small businesses. After the first tax season bookkeeping and accounting services were offered. Services include basic bookkeeping using QuickBooks from Intuit. Other services include Cost Accounting

As the “owner” of Mc Coy Financial LLC, I consider myself to be more of a Management Consultant and Economist. Even when acting as a bookkeeper, I like to work with clients to help them better manage their business, reduce costs and increase their profit.

Towards the end of 2011, the ~~VIENA~~ Retail Network was added to the menu of services. In addition to the same general accounting and tax services, the ~~VIENA~~ Network offers “mystery shopping” and other customer service and support services.

Another area of expertise that I developed through the course of my studies is in the research and interpretation of World Trade Association rules and those of other Multilateral Trade Agreements. Like taxes, these agreements can be cumbersome. For clients who are conducting business on an international scale, or who are considering it, trade agreements and tariff schedules can be cumbersome. A business owner may have the skills to look up needed information, but not the time. Mc Coy Financial LLC offers an expertise in these areas.

Accounting, bookkeeping and tax services are essentially standard services. Everything else that we do is a customer service.

Mc Coy Financial LLC is currently based in Fort Wayne, IN. Services are provided to clients in any area of the world.

# VIENA GLOBAL RETAIL NETWORK

The VIENA Global Retail Network is a service network provided by Mc Coy Financial LLC. The purpose of the VIENA network is to assist entrepreneurs in the startup of new retail ventures, provide management and supply chain assistance to existing retailers and provide other beneficial services to retailers.

We provide services in the following areas: accounting and income tax services, guidance in a wide area of financial and economic advice, business brokerage and customer service – including “mystery shopping”.

I, Jim Mc Coy, created the network from the research that I did for a project in my International Marketing class; part of my MBA/ Business Economics curriculum.

My “first career” was in Information Technology. I spent 17 years as a systems analyst; working primarily for mail order catalog retailers and electronic retailers. I later began to study income taxes, worked as an H&R Block Office Manager and obtained an AA in Accounting before changing majors to International Business. At the time of writing this document, I am working on my MBA with a concentration in Business Economics.

McCoy Financial LLC provides Income Tax, Accounting, Management and Economic services to small business owners, municipal governments, political candidates and others who may seek such advice.

The VIENA Global Retail Network exists to assist entrepreneurs in opening new retail stores, help existing retail owners reduce the cost of operating their stores, and help improve the management of stores.

We also provide assistance and support to independent entrepreneurs who provide retail related services.

# START YOUR OWN MYSTERY SHOPPING BUSINESS

## WITH THE SUPPORT OF THE VIENA GLOBAL RETAIL NETWORK

Mystery shopping is a fun and flexible business that is easy to operate, has low startup costs and low overhead. What you need to succeed is a computer, web site, phone (preferably cell) and the ability to interact with people on a professional level. Communication skills are vital because you will be writing reports that detail your shopping and dining experience.

As part of the **VIENA** network, we will provide training, marketing assistance, accounting services and complete your income tax return at the end of each year.

Mystery Shopping is a business that can be operated from your home and the hours can be very flexible. In order to meet client needs, you may need to work evenings and weekends, or you can hire friends and family members to shop for you.

This is not a franchise. You will own your own business, obtain your own clients and make your own decisions. The network exists to help you get started and to provide support to help ensure your success.

A low startup fee of 195.00 gets you membership in the network and training and 1 month of support. After that, there is a monthly support fee of \$75.00 per month. You will continue to receive support and Mc Coy Financial LLC will do your accounting and complete the Schedule C portion of your income tax return that relates to your **VIENA** network business.

To learn more about this exciting opportunity Call Jim Mc Coy at 260.433.3723  
or email [jamccoyjr@gmail.com](mailto:jamccoyjr@gmail.com)

# MYSTERY SHOPPING

In and around the Fort Wayne, IN area, the VIENA network provides mystery shopping services. The service is designed to improve the customer service performance of the retail establishment. We provide this service to retailers, restaurants and any other type of business that may wish to test or improve their customer service level.

The mystery shopping service can be customized to meet the needs of the customer.

The general idea is that a “mystery shopper” will enter the establishment as a customer and shop, ask questions, checkout, return merchandise or any other activity that the customer may request.

A detailed report will be returned to the customer based on their specifications.

Prices for this service are reasonable and will depend on the level of service. We can visit an establishment once or many different times on different days and shifts. We can test the entire store, a single department or an individual employee.

Call Jim Mc Coy at 260.433.3723 or email [jamccoyjr@gmail.com](mailto:jamccoyjr@gmail.com)

# RETAIL MANAGEMENT CONSULTING

Mc Coy Financial LLC can assist entrepreneurs in starting a retail store, reducing the costs of operating an existing store, improving efficiency, reducing taxes and increasing profits.

Jim Mc Coy is trained in Accounting, Income Taxes, Management, International Commerce and Economics.

Through the ~~VIENA~~ Global Retail Network, retail operators will have access to Accounting and Income Tax Services, Management and technology advice, and access to our global supply chain of quality, low cost manufacturers and importers.

Contact Jim Mc Coy today and reduce your costs tomorrow!

[www.jimmccoy.com](http://www.jimmccoy.com) – [jamccoyjr@gmail.com](mailto:jamccoyjr@gmail.com) – 260.433.3723

# SURVIVING THE RECESSION

As the world economies are in recession, and the world becomes smaller and “flatter”, businesses need to work harder in order to compete for fewer dollars that are being spent.

The key is not always to work “harder” but “smarter”; cutting costs, being more efficient and productive.

Mc Coy Financial LLC will work with you to achieve these goals.

## WORLD TRADE & MULTILATERAL TRADE AGREEMENTS

If you are not engaged in International Business, your competitors are. They are manufacturing their products in China, Korea, Vietnam or Mexico. They are developing their software in India or Vietnam. They are delivering lower cost products in a more efficient manner. You need a strategy to compete. Mc Coy Financial LLC can help you.

If you are planning international expansion, Mc Coy Financial has the experience in country research to help you decide the best locations and find the best suppliers.

Over the course my International Business and Economics academic career, I became very familiar with the World Trade Organization, The General Agreement on Trade in Services, Trade in Intellectual Property Rights, NAFTA and other such Trade Agreements. I advise my clients that I am not an attorney, but I can provide informed reports, interpretations and opinions on the rules of these agreements.

If you have a question about world trade or a Multilateral Trade Agreement, contact me.

# ECONOMIC DEVELOPMENT

My primary education is in International Business and Business Economics. Part of my career has included advising political candidates on Economic and Taxation Policy.

I am available to consult with elected officials, municipalities, foreign governments or Non-Governmental Organizations, on matters of Economic Development.

I believe in Free Trade, which is Economic Democracy in action. I also believe in Fair Trade. I understand how Foreign Direct Investment can lead to both Economic Development and Economic Colonialism. The key word is “balance”.

I will work with governments or agencies in any country, where such contracting is not in violation of U.S. law.

## GOVERNMENT & POLITICS

I have run for office, managed campaigns and served as Treasurer of campaigns. I have been the Audit and Budget Committee Chairman of a County Republican Party and served on the Government Affairs Committee of a local Board of Realtors.

I am available for consultation on matters related to campaigning and forming policies on taxation and economic development.

I served as an elected Precinct Chairman in Orange County, FL and Allen County, IN and was an elected Delegate to the IN State GOP Convention 3 times.

# 501(c)3

My experience with 501(c)3 not-for-profit corporations includes advising on the startup of a Charter School and serving as Treasurer of Building Bridges.

Building Bridges is a Fort Wayne based charity that provides GED training and job placement services for ex-felons. In my capacity as Treasurer, I devised all cash handling and accounting control procedures.

