



VIENA SHOES

by

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About McCoy Financial LLC & Viena Shoes

Prior to establishing McCoy Financial LLC, I (Jim Mc Coy) was president of Worldwide Business Systems, inc. (WBSI). WBSI provided computer programming services to catalog and online retailers such as QVC, Rodale, peakhealth.net, Taylor Gifts, Kaybee Toys and others. Other clients outside of the retailing industry included AIG and Quest Diagnostics and CDI Corporation.

WBSI eventually became an accounting firm after I received income tax training and an Accounting degree and managed an H&R Block office.

Mc Coy Financial was established in 2010 to provide Accounting and Income Tax Services. It was this same year that I began a course of study in International Business and Business Economics.

In 2011, Mc Coy Financial LLC added Business Brokerage and Economic Development Consulting to the services offered. I studied for and obtained the designation of Certified Business Broker. As a member of the National Association for Business Economics, I also work as an Economic Consultant; providing advice on tax and economic matters to municipalities, politicians and candidates.

Viena Shoes is the result of research done as part of my MBA/Business Economics studies and the extended economic crisis and unemployment situation.

The Business Economics project required research into a product that could be imported and brought to market. My research was on the shoe industry.

After speaking with many people about how hard it is to find a job, I decided to use my business to help people create their own jobs.

It is my opinion that shoes are essentially a recession-proof product. Although poorly managed shoe stores may fail, people always buy shoes.

The Viena Concept

As stated earlier, I am an Economist; which blends nicely with my previous career as a Systems Analyst. I like to find the most efficient way to complete a project. I have also studied International Business and Global Trade. From my research, I not only found that shoes were a recession-proof product, but I also found some of the best, low cost shoe manufacturers in the world.

The Viena system will provide a low cost and highly efficient way for independent retailers to purchase inventory and sell the shoes at retail for a profit.

A lot of independent business owners purchase a franchise. These can be good opportunities, but also come with drawbacks. The drawbacks are that the franchise fees can greatly reduce the owner's income and the franchisor does not allow deviation from their business plan. The franchisor dictates everything: signs, furnishings, prices, advertising and even hours of operation. Owning a franchise is not necessarily the same as owning your own business. Buying a franchise is often referred to as "buying a job".

The other alternative to buying a franchise is to do your own research and open your own shoe store with no support from experienced people. This method can save you money, but will also take a lot of extra time. There is a much greater risk involved.

Mc Coy Financial LLC offers the best of both worlds: A well written business plan based on sound economics, site selection assistance, tax advice and tax return preparation, accounting support and all the flexibility of owning and operating your own business. We also continuously work to maintain relationships with the best suppliers of quality, low cost merchandise.

Getting Started!

If you are considering starting your own business and are not sure what kind of business to go into, this may be right for you. You need to like dealing with the public and be well organized. We do most of the rest for you and teach you how to do most of the rest. All you need is the desire and the startup capital.

If you are thinking of entering either the retail shoe or clothing business, do not delay. Time is money and Mc Coy Financial LLC can have you in business quicker than any other service.

We offer a menu of services based on your needs and desires.

The Viena Quick Start Business Plan is already written. We just need to do some research into your individual area to customize the plan for you. You can spend three months just conducting the research that we have already done.

As a professional business broker and management consultant, we would normally charge \$1200.00 to write a custom business plan. As a Viena member, the basic business plan is only \$300.00. With this onetime payment, we will also provide assistance in obtaining any necessary financing.

Additional support for the rest of the year includes accounting assistance, tax guidance and access to the Viena Global Network. There are various support plans available to meet your needs.

Call This Morning!

Get started This Afternoon!