

TERRY MORROW

ALL WATERWAYS CONSTRUCTION

FIVE YEAR GOAL FOR OUR BUSINESS

Our five year goal for our business is to hire additional, hard working, and competent workers.

CONTACT

704-737-3050

morrow@allwaterwaysconst.com

<https://www.allwaterwaysconst.com>

MARKETING NEEDS

- Attracting employees
- Reaching customers
- Website (creating or improving)
- Print media (creating & distributing)
- New logo
- Social media (Twitter, Instagram, Facebook, etc.)
- Event planning (promotion, celebration, etc.)
- Other: drone footage

COMMUNICATION METHODS

Terry Morrow prefers to communicate with students by email.

MEETING

Students will meet this business on Wednesday, February 12 from 9:45- 10:35 AM
Students will be able to meet this business 3 times during this PBL.

BUSINESS DESCRIPTION

We build piers, boat lifts, jet ski lifts, and docks on Lake Norman and the surround lakes. Our only marketing is the Boat Show. Most of our business comes from word of mouth.