



KAGER BARBECUE SHEBOYGAN, WISCONSIN

- Entrepreneurship Training Program (ETP)
- Market Research
- Business Plan Development



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Program Helps Entrepreneur Chart his Course

Kevin Kager's father had a favorite axiom, "Failing to plan is planning to fail." So, when Kevin decided to start a food truck, he made sure he had a solid plan. Helping him pull everything together was an Entrepreneurship Training Program (ETP) offered through the Sheboygan County Economic Development Corporation.

"No one should start a business without taking that course. It helps you figure out all the minute details and really provides clarity and awareness of what you're getting into," Kager said. "Once you have that knowledge, you can make a sound decision on whether you should move forward."

Kager, who grew up in southern towns with a barbecue place on every corner, wanted to turn his passion for barbecue into a profession. The course helped him realize it was a feasible goal in Sheboygan County.

"When I moved to this area from out East, it was like stepping onto a different planet. People here want you to pursue your goals and succeed, and they will do everything they can to help you do it."

Armed with his ETP business plan and guidance from Jim

Schuessler, SCEDC Business Development Manager, and Chuck Brys, Senior Counselor from the Small Business Development Center at UW-Green Bay, Kager opened Kager Barbecue, a food truck serving authentic southern barbecue and traditional sides. He found the ideal site for his business at 3801 Superior Ave. adjacent to the Petro Center.

Kager said he worked hard to achieve this goal, completing all the ETP assignments and countless hours of research, becoming one of the first people to start a business based on the program, which includes eight sessions that help identify customers, determine needs and create a feasible plan for starting or expanding a business.

"Going through the program lets you see details and information that you wouldn't have otherwise considered. Anyone considering starting a business will benefit from taking that course. If you don't have a plan, you're walking into it blind."

Since opening in July, business has been brisk.

"We're getting good reviews, and even people who have traveled say our barbecue is just as good as in Kansas City and Texas."



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Kevin Kager, Owner
Kager Barbecue



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