

**Small Business Development Center
Penn State**

Helping businesses start, grow, and prosper.

Daughenbaugh Funeral Home Helping Through Hard Times

Background:

In 2005, John Daughenbaugh graduated from the Pittsburgh Institute of mortuary science. For nearly two decades John had worked in the service industries, but with his recently earned accolades as a licensed funeral home director, he now had the chance to follow his entrepreneurial spirit and open his own business. John recognized a distinct opportunity for his expert funeral home services in the Snow Shoe community and decided this was an optimal place to open where a funeral home had been located previously. Due to the business issues involved with successfully starting his own business, John contacted the Penn State SBDC for assistance.

Assistance Provided:

After initially meeting with John and discussing his situation, the consultant and John decided to pursue the project and work through each of the steps of starting a business. The SBDC assisted John with market research, financial projections of necessary startup costs and operational expenditures, exploring the best suited marketing options, the acquisition of capital funding, and understanding needed state and local legal compliances. In addition, an EMAP specialist talked with John about environmental issues including tanks that were on the property. It was recommended that the tanks be removed prior to purchasing the property and subsequently were removed.

Research was needed to determine if the market could support the funeral home, financial projections were needed to fully understand the capital infusion needed to start up and run the business, and marketing strategies would be crucial in building a strong and trusted name in the community.

After the needed research, planning, and projections were completed, funding was secured and a proper location in the town of Snow Shoe was acquired. After remodeling the property, purchasing needed equipment and supplies, and becoming state certified, John opened his doors for business on August 8, 2007.

By being the only funeral home in the central Snow Shoe area, the Daughenbaugh Funeral Home is able to provide convenient and personalized services to the Mountaintop region. By working within such a close-knit community John is able to do what he loves by providing the highest available quality services and guiding families in his community through difficult times.

John has said, "The planning and building of my business would not have been possible without the invaluable help of the Penn State SBDC."



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-John Daughenbaugh

John Daughenbaugh
Daughenbaugh Funeral Home
106 Sycamore Street
Snow Shoe, PA 16845
Centre County

Industry: Funeral Services

Year Founded: 2007

SBDC Assistance: Market Research, Financial Analysis, Business Plan Revisions, & Technical Assistance, Environmental Management Assistance

Additional Partners: EMAP

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