Marketing plan

With my business it will not be consists of using Ebay or Amazon. I will be using the source like craig-list. I have been using this way to managing the way it has been using even my competition use it. But sometimes I use Facebook. I'm a self-own business owner managing my own and marketing my own money. In the horse business world there is over 20,000 horse business. My business is located in Georgia. There is mostly 30 to 50 business owner that deals with selling and training and breeding horse in our area. In my area there is only 3 that's does what I do. We are not that big as of horse riding but we have a lot of people that do own and ride horses and majority of them are black. Yes black cowboys and cowgirls. So the steps to this by owning a horse business you have to know the horse and know how to ride them when you go to the sells. Me personally I get to the sell early so I can see all horses get unloaded so I know what I can get and what I can trained or can tell if the horse is even worth dealing with. And another thing about with this kind of business you to have the make sure you have a way to get feed and making sure the horses are healthy. By that I have my own account with a farming market down the road that support my business very well. And by keeping them healthy I have my own personal vet. He comes out every four months to check on them. And I also have and account with the Farmers market that give me feed and everything. And I get a discount on the feed because of how much I buy. And say like if the vet don't come I place a order of 2x premium apple flavor. That the dewormer. To my customer it come in the package when they buy a horse. The only reason why I do that is because sometimes people cat afford to get the vet to do it. But normally people does it because sometimes the shot make the horse drossy. But the oral one doesn't so its 50/50 to be use in both.