

BUSINESS CASE STUDY

More Farm Store

More Farm Store may have started as a small family-owned business, but they're doing big things! Customer satisfaction is More Farm Store's #1 priority. "Doing what's right matters to us," said owner Andy More. More Farm Store is located off Business 30 in Columbia City and also has locations in nearby Warsaw and Fort Wayne.



MORE FARM STORE AT A GLANCE

Year Established:

1913 (Arcola Hardware)

1950 (Became More Farm Store)

Leadership:

Andy More (Owner)

More Farm Store first started as Arcola Hardware in Arcola, Indiana in 1913. A little later in 1938 it became known as Whitley County Tractor Sales where they sold steel wheel tractors. And as the family business continued to grow, in 1950 the business became known as More Farm Store, now the leading Toro and Kubota dealer in Indiana.

TRUSTED AND FAMILY OWNED

More Farm Store is a trusted family owned company that sells mowers, utility vehicles, tractors, construction equipment and a variety of farm equipment. As the company has continued to grow over the years they've added locations in nearby Fort Wayne and Warsaw. The company has seen continued success with the Kubota line of equipment, which makes up 70 percent of the company's sales, and has expanded in the agriculture and construction areas of the Kubota line.

CUSTOMER SATISFACTION

"Our number one priority here is

customer satisfaction and doing what's right," said owner, Andy More. The More Farm Store team looks at their customer satisfaction surveys daily. The company averages between 96 to 100 percent positive feedback from customers.

More Farm Store's successful leadership from owner, Andy More was also recently recognized by Fort Wayne Business Weekly. More was recently awarded with the "40 Under 40" award presented by Fort Wayne Business Weekly. The 40 Under 40 Award is presented to individuals under the age of 40 who are making a difference in their community and/or workplace. More told Business Weekly, "Word-of-mouth advertising is more valuable to us than any publication we can buy. Satisfied customers talk about their experience with their friends and their co-workers, thus driving more business to our stores. Customer service is the No. 1 priority when conducting business at More Farm Store."