

What We Do for Georgia's Businesses

We offer no-cost, confidential consulting services to Georgia's small businesses



Small Business
Development Center
at University of West Georgia
UNIVERSITY OF GEORGIA

UNIVERSITY of
West Georgia
Richards
College of Business

www.georgiasbdc.org

In Partnership with the U.S. Small Business Administration

Todd Anduze

UGASBDC @UWG

Family-Top Priority

Accountant-MPAcc

Military-US Navy-8 yrs

Mining Industry-12 yrs

BS Psychology







UGA SBDC at UWG

Fully Funded Business
Consultants provided by a
partnership with the University
of Georgia, the University
System and the SBA

UNIVERSITY of
West Georgia



UNIVERSITY OF
GEORGIA

SBA

UGA SBDC LOCATIONS



- University of Georgia SBDC
- UGA SBDC at Georgia State University
- UGA SBDC at University of West Georgia
- UGA SBDC at Kennesaw State University
- UGA SBDC at Clayton State University
- UGA SBDC at Georgia Southern University
- UGA SBDC at Valdosta State University

West Georgia SBDC Coverage Area

- Carroll
- Coweta
- Douglas
- Haralson
- Heard
- Polk



Our Consultants

- Todd Anduze, Area Director
 - MPAcc, BBA Accounting/Management
 - BA Psychology
 - Accounting
 - Operations (Safety)
 - Management/Leadership
- Cole Fannin, Business Consultant
 - MBA
 - Technology
 - Sales/Marketing
 - Business Funding



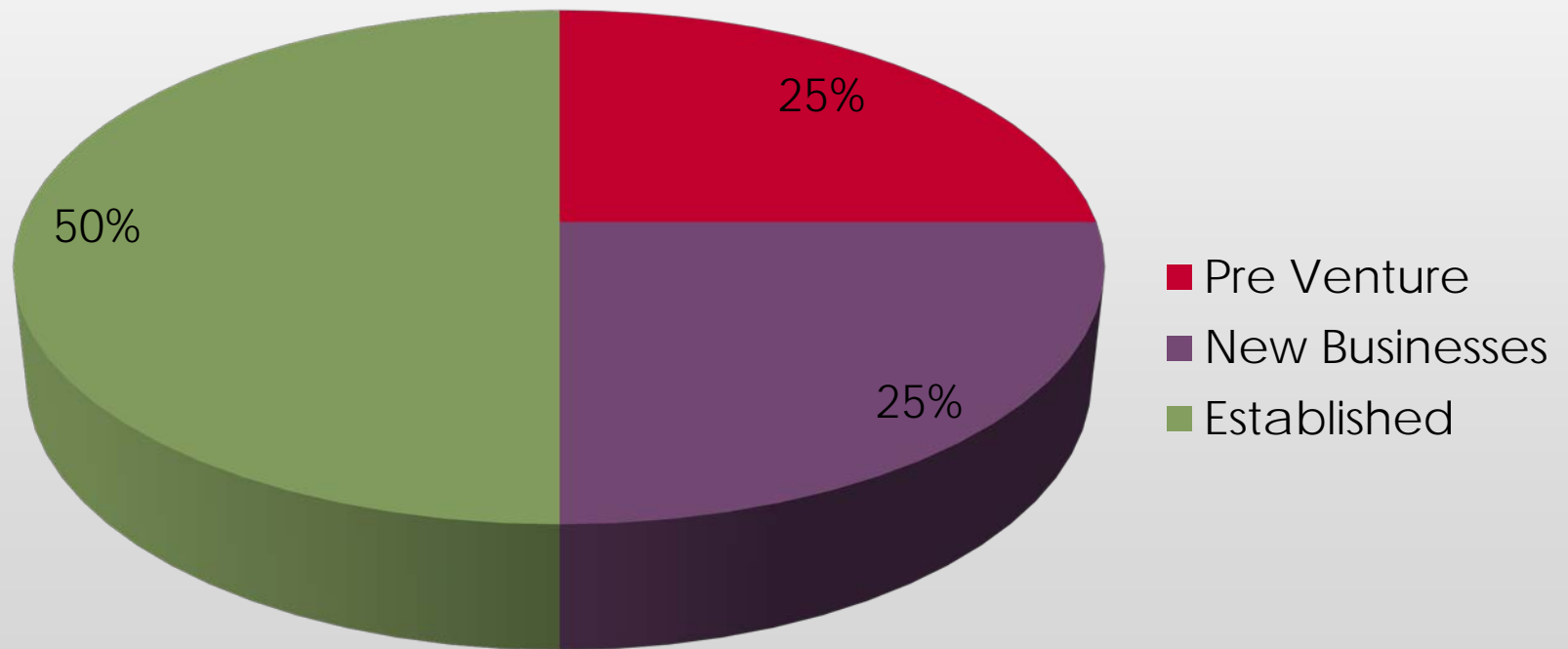
Richards
College of Business



**Small Business
Development Center**
at University of West Georgia
UNIVERSITY OF GEORGIA

Client Makeup

Clients



What We Do

- Business Consulting (no charge)
- Education For Business Owners
- Represent the University to the Business Community



Business Consulting

- Business Plan Development and Review
- Marketing Research and Analysis
- Product Placement and Go to Market Strategy
- Strategic Planning
- International Trade
- Manufacturing Process Evaluation
- Management Consulting
- Business Funding

Education

- Starting a Business
- Start Smart/ Grow Smart
- Quickbooks
- Social Media
- How to Finance a Business
- Sales
- Marketing
- Customer Service
- Custom Events

What We Don't Do

- Run/ manage your business
- Write your business plan for you
- Lend you money

UGA SBDC ACTIVITY

Calendar Year 2018

One-on-One Consulting:

- *Clients Served: 3,911*
- *Consulting Sessions: 21,559*

Continuing Education:

- *Programs Delivered: 410*
- *Total Attendees: 3114*



UGA SBDC IMPACT

Capital Formation with SBDC Assistance (2017)

Loan Packages:

- 107

Total Capital Formation:

- \$130,697,240

967 clients responding to a survey issued in the Spring of 2018 indicated that 96% felt the SBDC services were beneficial and 98% indicated that they would recommend the SBDC services to other entrepreneurs.



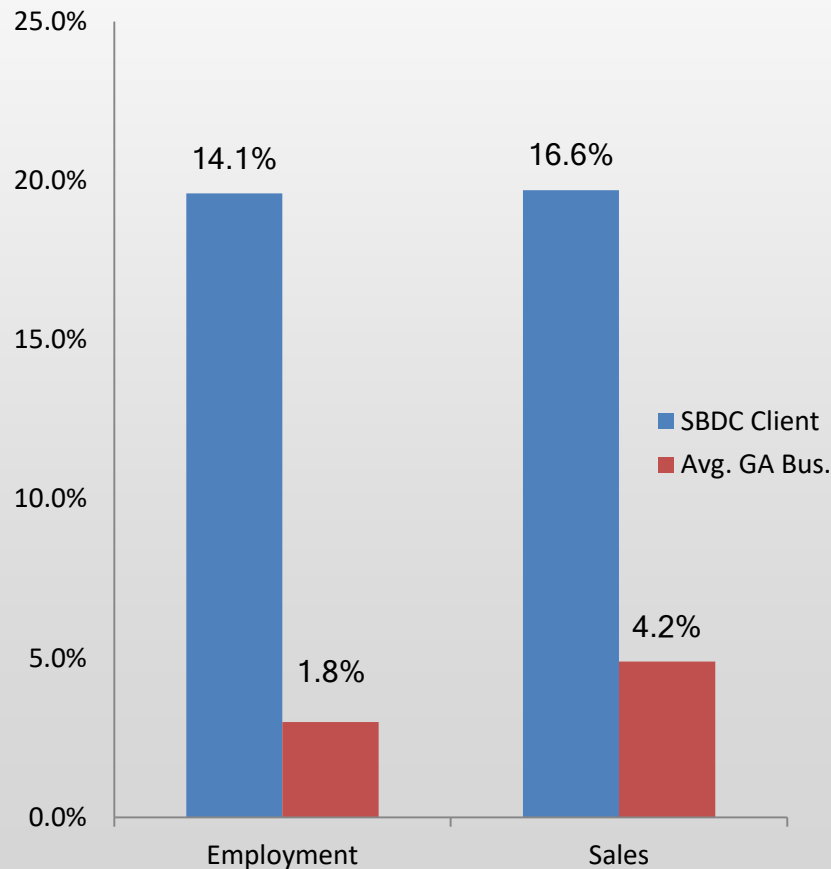
MORE IMPACT



SBDC client success over the last five years:

- \$9.9 billion in sales
- \$842 million capital raised through loans and equity financing
- 1,763 new business started
- 13,126 jobs created

MORE IMPACT



- From 2016 – 2017, Georgia SBDC Clients added 3,122 jobs to the Georgia economy . They also contributed \$10.3 million in state taxes and \$7.6 million in federal taxes.
- The employment base of SBDC existing business clients grew by 14.1% while overall employment in Georgia increased by 1.8%.
- Average increase in sales growth for SBDC assisted businesses was 16.6% compared to a 4.2% increase in sales for Georgia businesses in general.

UGA SBDC INITIATIVES



Medical Practice
Management



Minority Business
Development



International
Trade



Agribusiness

TESTIMONIAL

Farming is a family business at Resaca Sun Feeds and has been since 1955. Today they not only double-crop 8,600 acres, they have improved business opportunities for nearby farms in the northwest corner of Georgia.



"SBDC provided a significant benefit. Our farm had been a 'back of the envelope accounting' company. SBDC helped us focus on accounts payable and receivables, variance cost accounting and production reporting. They worked with us until we understood those methods."

-Resaca Sun Feeds

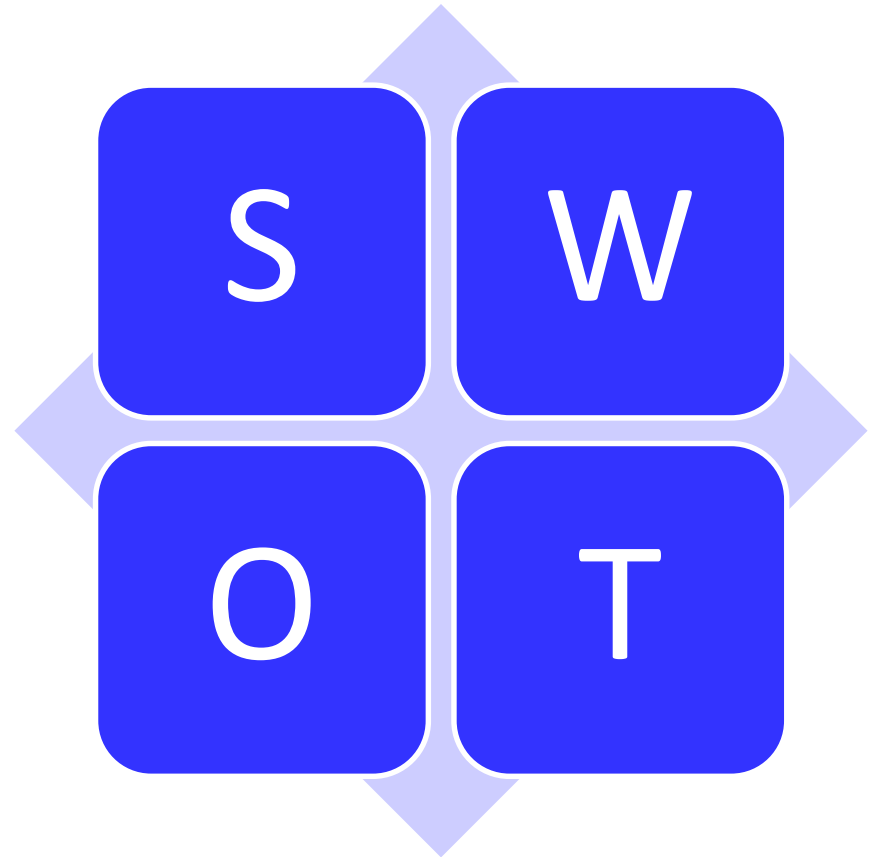


CORPORATE SPONSORS



SWOT Analysis

- Illustrates balance between company's:
- **S**trengths
- **W**eaknesses
- **O**pportunities
- **T**hreats





TARGET
YOUR
CUSTOMERS

Target Market

- A specific group of consumers at which a company aims its products and services



The background of the slide features a pattern of green arrows pointing downwards, set against a dark blue background. A large, bright yellow arrow points upwards from the bottom center, creating a focal point for the text.

**What are the three
basic reasons
people buy things ?**



To satisfy basic needs

To solve problems

**To make themselves
feel good**





Choose your words

- Rule 2: Pick words your customers use
- Rule 3: Choose precise words
- Rule 4: Choose sensory words
- Rule 5: Make each word relevant

#1 Rule: Choose words that engage the customer



Don't forget to visit
us online:

Carrollton Office
678-839-5082
www.georgiasbdc.org



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