

# Helping Businesses Grow & Succeed

## News Release



Florida SBDC at the University of Central Florida

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FOR IMMEDIATE RELEASE

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## Support from FSBDC at Daytona State College Contributes to Local Printing and Marketing Solutions Company's Success

*Alphagraphics Daytona Beach Launches and Thrives  
Serving Local Business Community*

**Daytona** - It is hard to know where to turn when you need business assistance, especially if you are a retired executive seeking to become a first-time business owner. But that is the challenge that Jim Kenney faced at the outset of his pursuit of a long standing goal of running his own business. Was it better to build a business from the ground up, or could he go farther faster if he invested in a franchise business? Jim knew he wanted to be in the printing and marketing business but was uncertain about the best way to get there.

With questions like those, Jim turned to the Florida SBDC at UCF's sub-center at Daytona State College and their consultant Van Canada. The FSBDC at Daytona State College provided Jim with assistance and information about running his own business, the processes he would need to put in place and the steps he would have to take to be successful. Armed with this new knowledge, Jim and his consultant from the FSBDC at Daytona State set about to evaluate his options and decide which direction to take: start a business from scratch or own and operate a franchise. Based upon the extensive research he had conducted, Jim warmed to the benefits that franchise ownership presented.

Before going further, however, Jim wanted more information. With the support of Canada and the FSBDC, he investigated local demographics to confirm adequate market size; he reviewed funding sources for franchises; and he prepared a business plan and marketing plan. Consultants from the FSBDC at Daytona State, including Ned Harper, worked with Jim throughout the process; they looked into Small Business Administration financing, guided Jim in developing the business plan and its financial projections and assisted him through the due diligence process with the franchisor.

Once Jim had completed his analysis and had made his decision, there was still the matter of how best to finance his investment. Jim and Van Canada reviewed the financing options available, approached various financial institutions, lenders and advisors and identified the funding source that offered the best terms and was most beneficial to Jim.

In May 2014, Alphagraphics Daytona Beach opened its doors, offering the local community a broad array of printing and marketing solutions, including large format printing (banners, signs, posters), business cards, digital printing, and web

design and graphic design services. They have innovated and moved into offering business marketing start-up kits as well as high quality video services. According to Jim, they have enjoyed strong business results, surpassing their operational goals and making meaningful progress towards their financial objectives.

When asked about his support from the FSBDC at Daytona State College, Jim was emphatic in his assessment. “I can’t see why anyone would not use the FSBDC. The knowledge, experience and recommendations they can share is priceless for a potential, as well as an existing, entrepreneur. They are excellent to work with and I look forward to working with them for as long as I am a business owner.”

-- FSBDC --

### **About the FSBDC at UCF**

With its main office in the National Entrepreneur Center located at the Fashion Square Mall in Orlando, the Florida SBDC at the University of Central Florida (FSBDC at UCF) is part of the UCF Office of Research & Commercialization and the Florida SBDC Network (FSBDC Network). THE FSBDC at UCF provides business seminars and no-cost, one-on-one business consultation to emerging and established businesses. The FSBDC at UCF serves an eight-county area that includes Brevard, Flagler, Lake, Orange, Osceola, Seminole, Sumter, and Volusia counties and maintains 10 service centers across Central Florida.

In 2013, the FSBDC at UCF served more than 7,200 entrepreneurs and small business owners through consulting and training, resulting in 7,507 Central Florida jobs created, retained or saved; \$1.0 billion in sales growth; \$51.5 million in capital formation; \$87.7 million in government contract awards; and 129 new businesses started.

### **About the FSBDC Network**

The FSBDC at UCF is a member of the Florida SBDC Network, a statewide service network funded in part through cooperative agreements with the U.S. Small Business Administration, Defense Logistics Agency, State of Florida and other private and public partners. The Florida SBDC Network is hosted by the University of West Florida and is nationally accredited by the Association of SBDCs. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA.

For over 35 years, the FSBDC Network has nourished a statewide partnership between higher education and economic development organizations, dedicated to providing emerging and established business owners with management and technical assistance, enabling overall growth and increased profitability for the businesses and economic prosperity for the state. The FSBDC Network is a statewide service system of 41 centers with 60 outreach locations, including the FSBDC at UCF.

In 2013, the Florida SBDCs served over 34,000 entrepreneurs and small business owners through consulting and training, resulting in 39,536 jobs created, retained and saved; \$5.5 billion in sales growth; \$197.3 million in capital accessed; \$602.2 million in government contract awards; and 685 new businesses started. And, for every \$1 of Florida public and private sector investment in FSBDC programming, \$35 was returned to the state in tax revenue

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State Designated as Florida’s Principal Provider of Business Assistance [§ 288.001, Fla. Stat.]