

# Helping Businesses Grow and Succeed

## News Release



Florida Small Business Development Center at UCF

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FOR IMMEDIATE RELEASE



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### **FSBDC at UCF's Procurement Technical Assistance Center Helps PIRTEK Space Coast Diversify and Build Sales**

*PTAC Goes Step Further; Guides Nationwide Franchise Network to  
Increase Sales by Over \$1 Million*

**Orlando, FL** – PIRTEK Space Coast is a franchise-based company with its corporate headquarters located in Rockledge Florida. Founded in 1999 by Morgan Arundel, the company specializes in providing customers with complete on-site hydraulic hose or pipe repair utilizing a fleet of three mobile workshops. Every service vehicle is operated by a technician fully trained to fabricate and install high pressure hoses on site day or night. In a relatively short time, PIRTEK has established itself as the industry's fastest and leading provider of on-site hoses on the Space Coast.

PIRTEK Space Coast's customer base was heavily reliant upon the construction industry which was decimated in the 2008 economic downturn. With a total staff of seven people, tough decisions needed to be made to ensure the company's survival. Some of PIRTEK's best customers went out of business and many others remained with their fleets of equipment sitting idle with no work planned. Closed businesses and idle equipment resulted in a decline in revenue which, if not mitigated, would be quite significant and damaging to the company.

PIRTEK's search for a viable solution culminated with their decision to diversify their market and include a focus on doing business with the government which seemed to be least affected by the recession. Being based in Brevard County, Florida they recognized the potential for doing business with two of the largest government agencies in the county, Kennedy Space Center and Port Canaveral. However, the company had no idea how to approach government business opportunities or who to contact. They tried the "knocking on the door" approach but were faced with armed guards and huge wire fences.

At a local business meeting the company learned about the Florida SBDC at UCF's Procurement Technical Assistance Center (PTAC) and its local representative, Tony Espinosa. Vokes initial meeting with Espinosa was in a group counseling forum where an overview of the services offered by the PTAC program was explained and a presentation on doing business with the government was given. PIRTEK also took full advantage of the Government Contracting series workshops as well as the annual Government Business Opportunities and Matchmaking event at the Florida SBDC at UCF offices in Orlando.

"This program really opened our eyes to the way that government agencies and prime contractors work, what a contracting officer does and how to use the web as a tool to find resources and contacts," says Vokes.

The interaction with PTAC and attendance at government contracting workshops and events equipped PIRTEK with the knowledge it needed to confidently approach government agencies, conduct research on the web, and to be able to ask the right questions when meeting with government contracting, procurement and small business representatives. The company exercised their newly found confidence in marketing to the government at a matchmaking event hosted by the Department of Defense (DoD) where they had the opportunity to speak with numerous agencies at the federal, state, and local levels as well as a number of prime contractors.

That was the beginning of great things. PIRTEK received a Request for Quote for hydraulic fittings from one of the agencies that participated in the DoD event; however the parts needed to be expedited to Kuwait. PIRTEK had the parts in stock but had no idea how to submit the paperwork, package the parts or transport them overseas. After an exhausting 48 hour cycle of sleepless nights, coupled with frequent communications with the PTAC office for additional advice and guidance, PIRTEK finally submitted their first quote.

Within 24 hours of submitting the quote PIRTEK experienced their first government sale of sixty dollars (\$60.00). With guidance provided by Espinosa, the company was able to comply with all the packaging and shipping requirements and successfully shipped the items by parcel post to Kuwait on time. A huge amount of time and effort went into fulfilling a requirement for a paltry \$60.00 procurement, however little did they know that PIRTEK “had saved the day” by providing these parts in a timely manner. The time and effort expended on this small, seemingly insignificant request for quote has led to substantial revenues in the form of contracts and other procurements.

PIRTEK is currently providing products and services to some of the largest government facilities and prime contractors in Central Florida, all of which are attributed to their interaction with the Florida SBDC at UCF’s PTAC.

As PIRTEK Space Coast grew in doing business within the government sector, the news of their successes spread throughout their national franchise network. The company was bombarded with calls from many of the other franchises asking how they could start pursuing government business and the response was always “contact your local PTAC representative and they will help you!!!!”

In 2012, the President of PIRTEK USA invited Espinosa to attend the PIRTEK National Franchise Owners Conference and to deliver a presentation about the services that PTAC offered. Without hesitation Espinosa agreed and delivered an extremely informative presentation to the 40 plus franchise owners. PIRTEK USA received great feedback from these owners who immediately upon their return home started to contact and utilize their local PTAC. As a result of the guidance and assistance provided by Espinosa, PIRTEK franchises nationwide received estimated combined average revenues of just over \$1,000,000 from government agencies and prime contractors. This is a significant number because PIRTEK sales are generally not high dollar in nature.

Support from PTAC’s around the country has contributed to significant sales increases nationwide but also locally and, as of late, PIRTEK Space Coast has won a contract with a prime contractor for \$725,000 over a three year period.

“We are staunch supporters of the PTAC program and the local leadership of Tony Espinosa who has personally provided us with the tools we needed to turn the business around in the worst economy in living history and we are now achieving figures well in excess of the pre-2008 recession,” comments Vokes.

-- SBDC --

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

With its main office in the National Entrepreneur Center located at the Fashion Square Mall in Orlando, the Florida Small Business Development Center at the University of Central Florida (FSBDC at UCF) is part of the UCF Office of Research & Commercialization and the Florida Small Business Development Center 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 2012, the FSBDC at UCF served almost 6500 entrepreneurs and small business owners through consulting and training, resulting in 9,961 Central Florida jobs created, retained or saved; \$1.3 billion in sales growth; \$50.4 million in capital formation; \$104.6 million in government contract awards; and 108 new businesses started.

### **About the FSBDC Network**

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 2012, the Florida SBDCs served approximately 38,000 entrepreneurs and small business owners through consulting and training, resulting in 47,845 jobs created, retained and saved; \$6.3 billion in sales growth; \$235.2 million in capital accessed; \$588.4 million in government contract awards; and 744 new businesses started.

In 2012, for every \$1 of Florida public and private sector investment in the FSBDC program, \$40 was returned to the state in tax revenue.

The FSBDC at UCF and the FSBDC Network are funded in part through a cooperative agreement with the U.S. Small Business Administration.

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