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LOUISIANA SMALL BUSINESS DEVELOPMENT CENTER

VIRENDRA CHHIKARA, MS, MBA

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Louisiana Small Business Development Center

at University of Louisiana at Monroe





HELPING YOUR BUSINESS GROW



TRANSFORM YOUR BUSINESS WITH HELP FROM THE LOUISIANA SMALL BUSINESS DEVELOPMENT CENTER



Business DEVELOPMENT

- Develop strategic plans
- Create growth strategies
- Expand into domestic or international markets
- Identify government contracting and procurement opportunities



Market Information & RESEARCH

- Determine business feasibility
- Examine industry and customer trends
- Analyze competitive environment



Business FINANCES

- Develop sustainable business model
- Project cash flow and capital requirements
- Forecast sales and expenses
- Identify sources of funding
- Prepare loan packages and get "bank ready"
- Develop Pro Forma financial statements



Strategic MARKETING

- Create sales and marketing strategies
- Evaluate online presence
- Identify digital marketing resources
- Improve branding



Business TRAINING

Seminars & Workshops on a variety of topics such as:

- Sales and market expansion
- Online and traditional marketing
- Accounting and finance
- E-commerce
- Risk management
- Business management



LSBDC at Southern University and A&M College
 616 Harding Blvd.
 Baton Rouge, LA 70807
 225-774-9213
 lsbdc.subr@lsbdc.org



www.lsbdc.org

The Louisiana Small Business Development Center is funded in part through a cooperative agreement with the U.S. Small Business Administration, Louisiana Economic Development, and participating universities.

WHAT DOES THE LSBDC DO?



Individual
CONSULTING



Entrepreneurial
TRAINING



Business Information &
RESOURCES



LSBDC at Southeastern Louisiana University
1514 Martens Drive
Hammond, LA 70401
985-549-3831
lsbdc@slu.edu

www.lsbdc.org

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OPEN

how to
START
a **SMALL**
BUSINESS

HOW TO START A SMALL BUSINESS

1 DETERMINE YOUR BUSINESS CONCEPT

- Describe your business
 - Products & Services
 - Industry
 - Customers
 - Competition

**LSBDC offers individual, confidential business consulting to entrepreneurs at no cost.*

2 DETERMINE THE TYPE OF BUSINESS

- Sole Proprietorship
- General or Limited Partnership
- Corporation
- Limited Liability Company (LLC)

**You may wish to consult with a tax practitioner, accountant, or attorney for help making this decision.*

3 DEVELOP YOUR BUSINESS PLAN

- Refine your concept
- Conduct market research
- Determine funding needs
- Assess personal investment
- Identify funding options
- Obtain credit score

**LSBDC's experts can help you get "bank ready" before applying for a loan.*

4 REGISTER WITH THE SECRETARY OF STATE & LOUISIANA DEPARTMENT OF REVENUE

- www.sos.louisiana.gov
- www.rev.louisiana.gov

5 SATISFY TAX & LICENSING REQUIREMENTS

WHAT TAXES WILL I HAVE TO PAY?

- Employee/Employer Taxes/Self-Employment Tax
Visit www.irs.gov for more information.
- Unemployment Tax
Visit www.laworks.net for more information.

Your **FEDERAL** tax ID number is issued by:
Internal Revenue Service
www.irs.gov

Your **STATE** sales tax ID number is issued by:
Louisiana Department of Revenue
www.rev.louisiana.gov

WHAT TYPE OF LICENSES & PERMITS?

- Visit www.GeauxBiz.com to receive a customized list of state and local licensing information.

6 SATISFY INSURANCE REQUIREMENTS

WHAT KIND OF INSURANCE SHOULD I HAVE?

- General Liability, Property, and Business Interruption
- Workers' Compensation

**Check with an insurance professional about your business. Visit www.lidi.state.la.us for a complete list of insurance providers in your area.*

BRINGING BANKERS & BUSINESSES TOGETHER

WE MAKE THE LOAN PROCESS EASIER!

The Louisiana Small Business Development Center helps bankers make loans to small and medium sized businesses. By bringing bankers and businesses together, the LSBDC takes the headache out of the business loan process.

The LSBDC educates entrepreneurs and business owners about:

- Lending & Credit Terminology**
- Financial Projections**
- Lending Processes**
- Loan Packaging**
- Financing Options**
- Business Plans**
- Growth Strategies**
- Market Research**

At the completion of the process, you'll have a bank ready client, making the loan process less time consuming and more rewarding for you. This allows you to help Louisiana businesses access capital and spur economic growth by gaining and retaining more bank savvy customers.

www.lsbdc.org





HOW LSBDC HELPS BUSINESS OWNERS

The LSBDC assists business owners wishing to access expansion capital in preparing a comprehensive loan package, which could include:

- Narrative of the Business
- Details of the Operation
- Marketing Strategy
- Industry Data
- Use of Loan Proceeds
- Three-year Financial Projection
- Historical Financial Information

The customer is then ready to return to your financial institution with the analysis and underwritten loan package, ready for your quick review.

In addition, the LSBDC offers seminars and workshops focusing on finance, such as:

- Business Planning
- Dealing with Credit
- Understanding Financial Statements
- Preparing for a Loan

CONTACT US TODAY TO LEARN HOW THE LSBDC CAN HELP YOU ACHIEVE YOUR LENDING GOALS.



LSBDC at
University of Louisiana at Lafayette
2250 Johnston Street
Lafayette, LA 70503
337-482-6312



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The Louisiana SBDC is funded in part through a Cooperative Agreement with the U.S. Small Business Administration, Louisiana Economic Development and participating universities. All SBA programs are extended to the public on a nondiscriminatory basis. Reasonable accommodations for persons with disabilities and limited English proficiency (LEP) will be made if requested at least two weeks in advance.




AMERICA'S
SBDC
LOUISIANA

DID YOU KNOW?

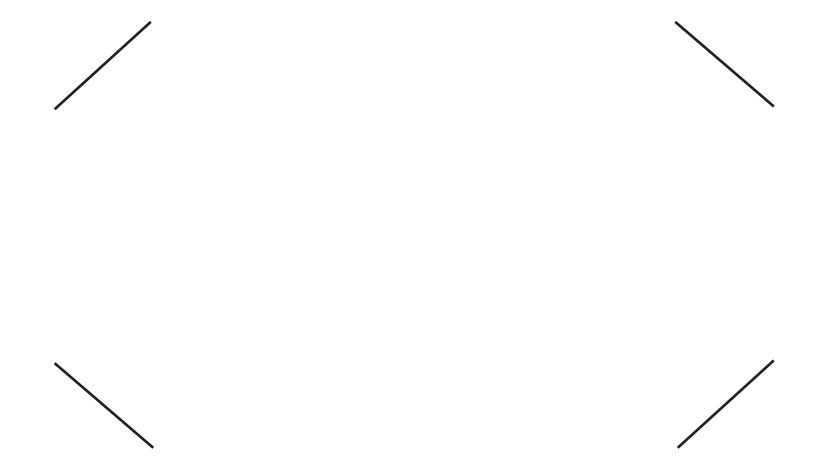
EVERY
BUSINESS DAY

1 = 
NEW BUSINESS
OPENS
BY AN LSBDC CLIENT

\$94,455 = 
LSBDC CLIENTS
INCREASE SALES

\$200,850 = 
CAPITAL IS EARNED BY
LSBDC CLIENTS

3 = 
JOBS ARE
CREATED
BY LSBDC CLIENTS



AMERICA'S SBDC LOUISIANA

WE HELP SMALL BUSINESSES

- Develop **BUSINESS PLANS & GROWTH STRATEGIES**
- Create **SALES & MARKETING STRATEGIES**
- Access & use **MARKET RESEARCH**
- Improve **WEBSITE & SOCIAL MEDIA PRESENCE**
- Identify **NEW CUSTOMER LEADS**
- Expand into **INTERNATIONAL MARKETS**
- Prepare a **LOAN PACKAGE** & get **"BANK READY"**
- Project future **CASH FLOW, EXPENSES & PROFITS**
- Understand **FINANCIAL STATEMENTS**
- Identify **SOURCES** of **FUNDING**
- Conduct a **FINANCIAL CHECKUP & ANALYSIS**
- Perform an **INSURANCE ASSESSMENT & RISK ANALYSIS**
- Connect with **LED, SBA & OTHER RESOURCES**
- Build a **TEAM** of **INDUSTRY EXPERTS**

The LSBDC is Louisiana's largest and most accessible source of assistance for entrepreneurs and the only statewide nationally accredited program that provides business consulting to entrepreneurs at no cost. The LSBDC is funded in part through a cooperative agreement with the U.S. SBA, LED and participating universities.

Louisiana Small Business Development Center
at Southern University and A&M College





What can
LSBDC
do for you?



Individual

CONSULTING



Entrepreneurial

TRAINING



Business Information &

RESOURCES

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WWW.LSBDC.ORG



**Louisiana Small Business
Development Center**





Business
PLANNING



Loan
PACKAGING



Marketing
STRATEGIES

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A M E R I C A S

S E B D D C

L O U I S I A N A

E V E N T T O D A Y !



A M E R I C A S
S B D C

LOUISIANA

EVENT TODAY!





★ STAR ★
BUSINESS

AMERICA'S

SBDC

LOUISIANA



★ **LSBDC** ★
CHAMPION

AMERICA'S

SBDC

LOUISIANA