



Introduction to Programs of the CNMI Small Business Development Center (SBDC)

www.pacificsbdc.com

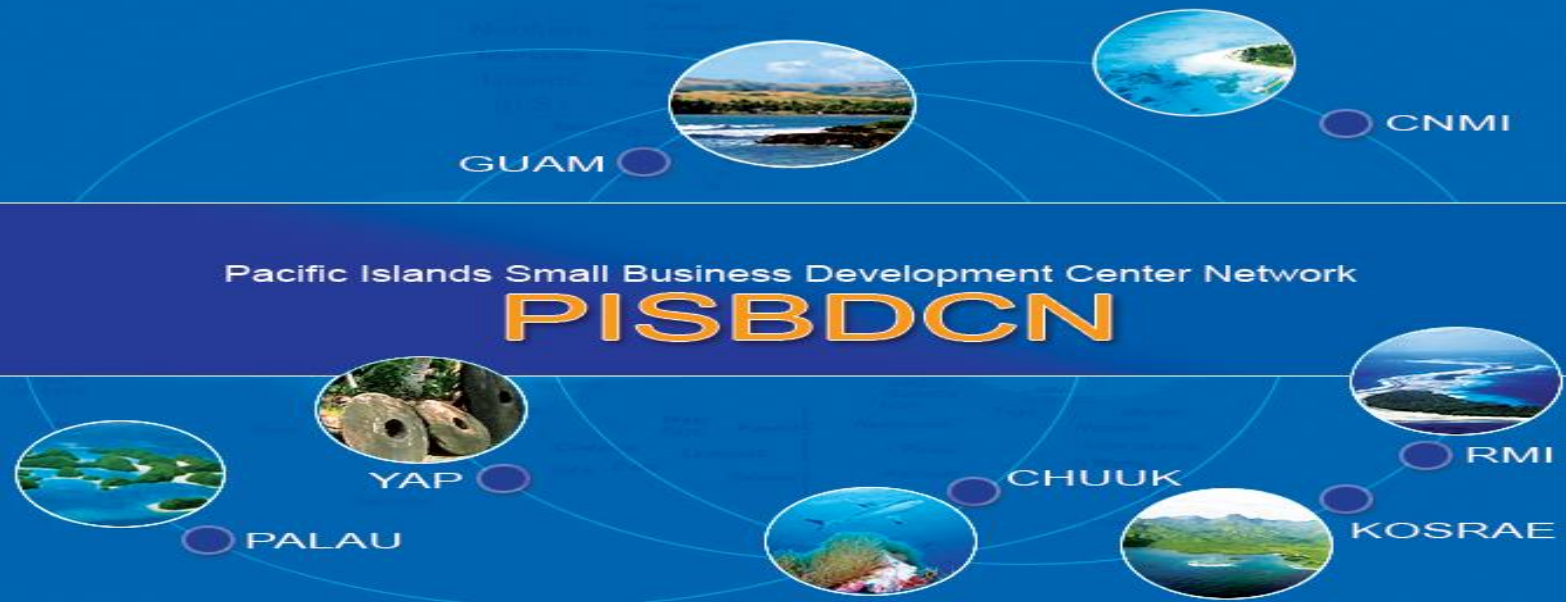


Our Mission

- To support the growth and economic development of the U.S. affiliated pacific islands in the western pacific region by providing high quality one-on-one confidential counseling and training to existing and prospective small businesses.



Our Network



www.pacificsbdc.com



The CNMI SBDC

Location:

**CNMI SBDC
CNMI Department of Commerce
Pohnpei Way
Capitol Hill
Saipan, MP 96950**

Perry A. Inos Jr.
CNMI SBDC Director
670-664-3018
670-287-3018
E-mail perry@pacificsbdc.com

Mailing Address:

**CNMI SBDC
Caller Box 10007, CK
Saipan, MP 96950**

CNMI SBDC URL: <http://www.pacificsbdc.com/sbdc-locations/cnmi>



What we do

- **Business Counseling Programs**
 - One-to-one confidential business advice
- **Small Business Training Programs**
 - Workshops, Conferences, Training Programs
- **Small Business Resource/Assistance Center**
 - Small business information through available resources
- **Community / Village Outreach Programs**
 - Presentations to schools, village organizations, & community groups



Please Note

- The SBDCs are not lending agencies. We provide advice and guidance through business planning to support your loan application.
- We help you identify sources of information needed to prepare a business plan in a format suitable for presentation to a lender. We also review and provide feedback on your business plan.
- It is your responsibility to research the market and write the business plan; and
- Our advice and guidance does not imply approval of your loan request by any lending or guarantee institution, public or private.



Our Training Programs Include:

- ➔ **HOW TO START A BUSINESS**
- ➔ **HOW TO WRITE A BUSINESS PLAN**
- ➔ **HOW TO MANAGE A BUSINESS**
- ➔ **HOW TO MANAGE EMPLOYEES**
- ➔ **HOW TO MARKET YOUR BUSINESS**
- ➔ **GUERILLA MARKETING**
- ➔ **HOW TO PREPARE A MARKETING PLAN**
- ➔ **INTRODUCTION TO FINANCIAL STATEMENTS**
- ➔ **FINANCIAL STATEMENT ANALYSIS**
- ➔ **HOW TO BUDGET AND MANAGE CASHFLOW**
- ➔ **HOW TO GET A BUSINESS LOAN**



Our Resources

➔ Small Business Computers



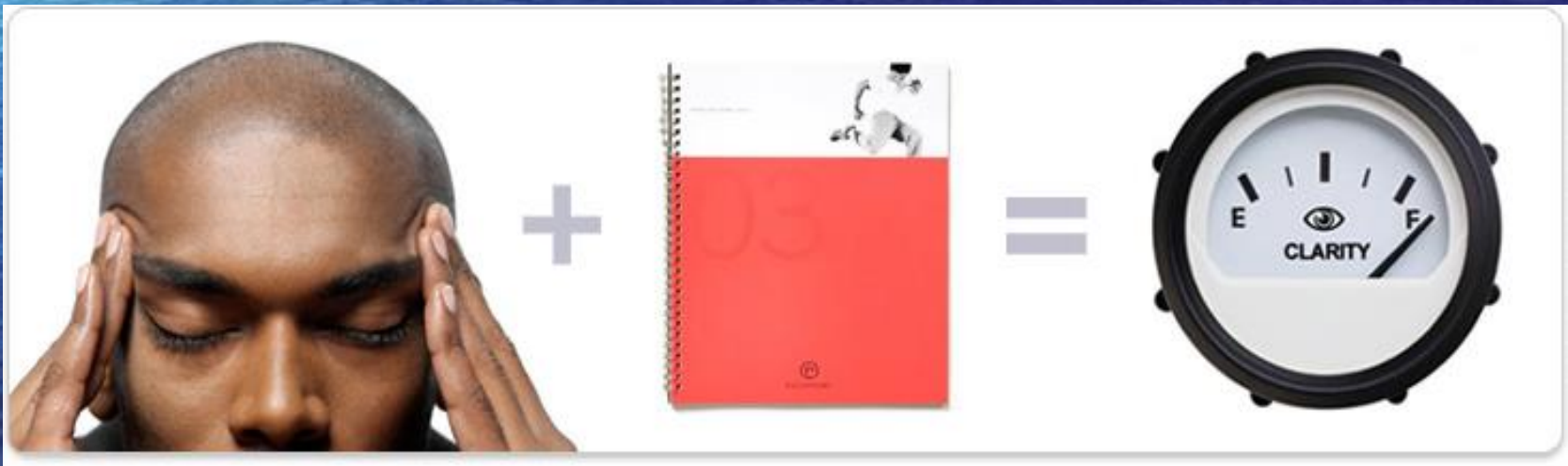


More Resources



Online Business Planning

- **PitchThenPlan™**
 - Online, self-paced business planning *Netware*
 - 24/7 access
 - www.pacificsbdc.com, start-up tools





More Online Training

- Go to www.pacificsbdc.com
- Click on **VirtualAdvisor**
- Select a course
- Complete your registration
- More than 20 small business courses –
ALL FREE



SBDC Business Resource Partner

- US Small Business Administration (SBA)
 - Kenneth Lujan, Guam Branch Manager
 - Ph: 671-472-7419; E-mail: kenneth.lujan@sba.gov
 - [Http://www.sba.gov](http://www.sba.gov)



SBA Preferred Banking Partners

- **Bank of Guam**
- **Bank of Hawaii**
- **First Hawaiian Bank**
- **BankPacific**



SBA Loan Guarantee Programs

SBA works in partnership with local commercial banks - preferred lending partners – to offer:

- **SBA Express**
- **SBA Patriot Express**
- **Regular SBA 7(a) Program Loans**
- **CDC/504 Loan Program**



Why Businesses Succeed

- Clear sense of purpose - filling a void, serving a need.
- Base their plans on realistic expectations of what they can achieve.
- Understand their strengths and weaknesses relative to their competitors.
- Know how to build strong and enduring business relationships.
- Develop a clear, thoughtful, written Business Plan before opening.
- Identify potential rewards but are also prepared for probable risks.

Why Businesses Fail

- **Poor Planning** - Start a business without a business plan
- **Not enough capital** – To be able to survive without income while the business is getting started
- **Lack of prior business experience** - In either running a business or in the target industry
- **Poor marketing** – Lack of focus in planning and implementing a marketing plan.
- **Ignoring the competition** - Their strengths and weaknesses, and their likely response to your entry into the industry
- **Poor customer service** – Lack of commitment to reliable, responsive, helpful service to customers
- **Getting the business plan wrong** - Fuzzy goals, poor research



Why Prepare a Business Plan

- Lack of planning is often the cause of serious business problems or outright failure (estimated to be the cause for over 90% of business failures)
- Make sure that all your bases are covered (marketing, management, money)
- Ability to test different assumptions and scenarios before any funds are expended
- A business plan is almost always required to get a bank loan



In summary

➤ ***We can help with:***

- **Start-Up Assistance**
- **Business Plans**
- **Financing/Capital**
- **Managing a Business**
- **Business Expansion**
- **Buying/Selling a Business**



Si Yu'us Ma'ase!

*Thank you very
much
for your kind
attention!*

Questions?