

“Resources and Services from the Small Business Development Center”

Presented by:

The University of Texas Rio Grande Valley™

Small Business Development Center

UTRGV SBDC Overview

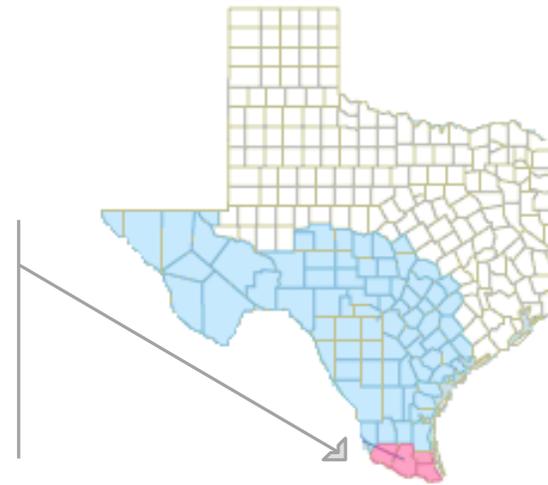
The UTRGV SBDC is hosted by **The University of Texas Rio Grande Valley**; a center of the **South-West Texas Border Small Business Development Center Network**; funded in part through a cooperative agreement with the **U.S. Small Business Administration**; and an accredited member of **America's SBDC**. This presentation is for educational purposes only and the Intellectual Property of the UTRGV SBDC. Information contained herein may not be reproduced, in whole or in part, without written permission by the UTRGV SBDC.



UTRGV SBDC Mission

The **Mission** of The University of Texas Rio Grande Valley Small Business Development Center (UTRGV SBDC) is to **promote growth, expansion, innovation, increased productivity, and improved management skills** for small businesses in the **Rio Grande Valley**.

Serving Cameron,
Hidalgo, Starr, &
Willacy Counties



UTRGV SBDC Services

BUSINESS ADVISEMENT IN:

- Business Planning for Startups & Existing Companies
- Expansion & Growth Planning
- Financial Projections & Analysis
- Identification of Financing Sources

Additional Business Services in Specialty Areas:

- Business Continuity (Emergency Preparedness)
- Corporate Contracting
- Franchising
- Human Resources
- International Trade
- Marketing & Social Media
- Technology Commercialization & Innovation

BUSINESS TRAINING IN:

- Business Continuity (Emergency Preparedness)
- Business Planning & Financing
- Business Start-up
- Corporate Contracting
- Financial Management & Accounting
- Innovation & Commercialization
- Insurance
- International Trade
- Leadership & Management
- Marketing & Social Media
- Payroll Compliance & Basic Labor Law
- Tax and Business Law

UTRGV SBDC

Impact in the Rio Grande Valley

Impact	Fiscal year 2014
<i>One-to-one clients:</i>	1,065
<i>Financing Secured:</i>	\$47,443,343
<i>Loans:</i>	58
<i>Business Workshops/Trainings:</i>	129
<i>Business Workshop Attendees:</i>	1,901
<i>Businesses (New):</i>	97
<i>Businesses (Expansions):</i>	32
<i>Jobs Created/ Retained:</i>	878

Technical Assistance

- Personalized advisement and focused business planning
 - By appointment
 - One-to-one meetings, free and confidential
 - For startup, growth, and expansion of businesses
 - Ongoing assistance available
- Workshops on a variety of business topics
- Research Support
- Local Resources



Focused Business Planning

- Professional guidance in planning for business start-up and growth strategies
- Assistance for business plan preparation and review of existing business plan
- Determining project cost and funding options
- Compilation and review of financial projections



Training for various stages of the business

- Core: marketing and financing
- Special topics: legal and tax tips; social media
- Growth: human resources, trade, procurement
- On-site across the RGV
and Online



Workshops

- Basics in Business Planning
- Payroll Compliance
- Marketing
- Finances/Financing; Quick Books/Accounting
- International Commerce
- Topics in Human Resources
- Legal matters and taxes
- Innovation and commercialization



Market Research

- Support of business decisions and strategies in startup, planning, and growth strategies
- Includes:
 - Market demographics and psychographics
 - Industry and trend information and statistics
 - Gap analysis
 - Competitor

Market Research

- Demographic information by
 - Area, zip code, county, state and country.

2009 Demographics	78574 Mission	Hidalgo County	Texas	Entire US
Total Population	53,823	727,772	24,697,574	306,069,955
Total Households	14,474	213,975	8,513,290	113,900,247
% Female	50.90%	51.30%	50.10%	50.70%
% Male	49.10%	48.70%	49.90%	49.40%
Age:				
Median Age	23.4	27.2	33.7	37.1
Race and Ethnicity				
Hispanic Ethnicity	94.40%	91.40%	36.60%	15.60%
Not of Hispanic Ethnicity	5.60%	8.60%	63.40%	84.40%
Educational Attainment:				
High School Graduate	23.80%	26.10%	26.90%	30.00%
Associates Degree	4.10%	5.00%	6.30%	7.50%
Bachelor's Degree	10.20%	11.20%	17.30%	17.60%
Graduate Degree	3.20%	4.30%	8.40%	10.40%
Some College, No Degree	12.70%	14.90%	20.90%	19.40%
Household Income:				
Average Household Income	\$39,886	\$44,364	\$66,563	\$69,346
Median Household Income	\$27,374	\$31,242	\$52,111	\$53,684
Per Capita Income	\$10,377	\$13,120	\$23,487	\$26,485
Vehicles Available:				
Average Vehicles Per Household	1.7	1.7	1.8	1.8
Total Vehicles Available	24,973	358,504	15,495,175	207,401,119

Market Research

- Psychographic profiles of potential clients by
 - Zip code, county, state, and country.

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Consumer Expenditures

	78539 Edinburg	78541 Edinburg	78542 Edinburg	Hidalgo County	Texas	Entire US
2009 Food & Beverages: Alcoholic						
Beer And Ale At Home (Incl. Non-Alcoholic)	\$163.59	\$123.36	\$118.06	\$135.41	\$185.70	\$192.01
Beer And Ale At Home	\$162.09	\$122.24	\$116.97	\$134.16	\$184.00	\$190.25
Non-Alcoholic Beer	\$1.50	\$1.12	\$1.09	\$1.25	\$1.70	\$1.77
Liquor at Home	\$52.33	\$39.35	\$37.85	\$43.45	\$59.57	\$61.65
Whiskey At Home	\$21.14	\$15.87	\$15.31	\$17.58	\$24.09	\$24.94
Other Liquor at Home	\$31.19	\$23.48	\$22.54	\$25.87	\$35.48	\$36.72
Wine At Home	\$87.25	\$65.69	\$62.91	\$72.18	\$99.13	\$102.53
Beer And Ale Not At Home	\$77.17	\$58.43	\$55.31	\$63.45	\$86.97	\$89.87
Wine Away From Home	\$37.48	\$28.26	\$26.95	\$30.97	\$42.43	\$43.86
Whiskey Away From Home	\$62.49	\$47.15	\$44.88	\$51.56	\$70.66	\$73.04
Alcohol On Out-Of-Town Trips	\$67.04	\$50.49	\$48.39	\$55.69	\$76.07	\$78.86
2009 Food & Beverages: Away From Home						
Board (Including At School)	\$49.62	\$38.58	\$36.90	\$41.30	\$54.69	\$56.45
Breakfast And Brunch	\$178.43	\$137.63	\$134.28	\$150.16	\$197.99	\$204.18
Catered Affairs	\$69.60	\$53.47	\$52.14	\$58.29	\$77.41	\$79.82
Dinner	\$1,171.63	\$902.90	\$883.21	\$986.37	\$1,301.88	\$1,342.08
Food on Out-Of-Town Trips	\$463.97	\$356.99	\$350.62	\$392.28	\$516.58	\$533.49
Lunch	\$784.36	\$605.74	\$589.88	\$660.08	\$869.45	\$896.92
Snacks And Non-Alcoholic Beverages	\$199.31	\$154.21	\$150.12	\$167.35	\$220.56	\$227.19
2009 Food & Beverages: Bakery Products						
Bread And Cracker Products	\$5.41	\$4.51	\$4.48	\$4.79	\$5.77	\$5.91
Bread Other Than White	\$54.45	\$45.47	\$45.12	\$48.33	\$58.14	\$59.54

Industry Performance

- Industry Performance
 - What is happening in the Industry?
 - Innovation, competitive panorama, legislatures, consumption patterns, market size, and sales projections.

WWW.IBISWORLD.COM

Day Care in the US February 2012 4

Industry Performance

Executive Summary | Key External Drivers | Current Performance
Industry Outlook | Life Cycle Stage

Executive Summary

In 2012, the Day Care industry is expected to generate \$46.8 billion in revenue. Day care services are often a necessary purchase for working families, a factor that mitigates revenue volatility for the industry. Over the past five years, in spite of the economic recession, revenue growth has remained positive, supported by rising birthrates prior to the recession and the fact that child care represents a relatively nondiscretionary expense for households. From 2007 to 2012, industry revenue is expected to rise at an average annual rate of 2.3%.

As parents reenter the workforce, demand for child care services will rebound

In spite of this, revenue growth slowed during the recession because rising unemployment meant that a greater number of parents were able to provide child care themselves. However, this factor was mitigated by an ongoing focus on child development, which has resulted in a greater number of parents investing in day care that included high-value services, such as personalized education. During 2012, industry revenue is projected to rise 3.1% as parents begin to reenter the workforce and disposable income

rises, which will result in greater usage of day care services.

The industry is largely composed of nonemploying industry operators; in fact, nonemployers make up over 90.0% of operators in the industry. Over the past five years, the number of companies offering day care has continued to grow, supported by continuing demand for child care services and low barriers to entry. From 2007 to 2012, the number of enterprises increased at an average annual rate of 2.1%, reaching 832,782 operators.

Beyond 2012, the industry will likely continue to prosper. As the employment picture brightens toward the end of the five-year period, more parents will demand child care. Demand growth for the industry will be particularly evident among women who return to the workforce. Additionally, large players will likely benefit from parents' increased focus on child development and education. With more money in their pockets, parents will increasingly invest in their children. In turn, large players will offer personalized development services for children. Early education will be a strong marketing tool to attract new customers. IBISWorld forecasts that the industry will grow at an average annual rate of 2.8% to \$53.8 billion over the five years to 2017.

Gap Analysis

Retail Stores	Texas (2014)		McAllen, Texas			
	TX Avg Employee Size per Establishment	TX Avg Sales per Establishment	Consumer Expenditures	Retail Sales	Opportunity Gap or (Surplus)	Potential
Total Retail Sales Incl Eating and Drinking Places			1,667,060,123	4,998,683,410	(3,331,623,287)	
Motor Vehicle and Parts Dealers-441						
Automotive Dealers-4411	33	12,700,000	239,280,933	776,805,468	(537,524,535)	-42.3
Other Motor Vehicle Dealers-4412	8	1,800,000	33,504,104	35,451,341	(1,947,237)	-1.1
Automotive Parts/Accsrs, Tire Stores-441	6	400,000	21,216,985	128,706,821	(107,489,836)	-268.7
Furniture and Home Furnishings Stores-442						
Furniture Stores-4421	6	500,000	16,846,763	94,569,567	(77,722,804)	-155.4
Home Furnishing Stores-4422	7	2,000,000	14,644,454	31,319,851	(16,675,397)	-8.3
Building Material, Garden Equip Stores -444						
Building Material and Supply Dealers-44	20	900,000	137,978,429	247,911,274	(109,932,845)	-122.1
Building Materials, Lumberyards-444191						
Lawn, Garden Equipment, Supplies Stores	6	400,000	24,642,302	3,491,970	21,150,332	52.9
Food and Beverage Stores-445						
Grocery Stores-4451	13	4,300,000	143,297,826	153,186,126	(9,888,300)	-2.3
Specialty Food Stores-4452	3	100,000	17,669,294	7,618,837	10,050,457	100.5
Beer, Wine and Liquor Stores-4453	4	400,000	49,607,919	15,754,209	33,853,710	84.6
Health and Personal Care Stores-446						
Pharmancies and Drug Stores-44611	13	900,000	82,548,026	185,126,298	(102,578,272)	-114.0
Cosmetics, Beauty Supplies, Perfume Stor	4	300,000	7,412,988	54,937,110	(47,524,122)	-158.4
Optical Goods Stores-44613	5	800,000	4,013,553	21,756,505	(17,742,952)	-22.2
Other Health and Personal Care Stores-44	5	400,000	9,340,211	46,026,030	(36,685,819)	-91.7

Competitive Analysis

■ Competition

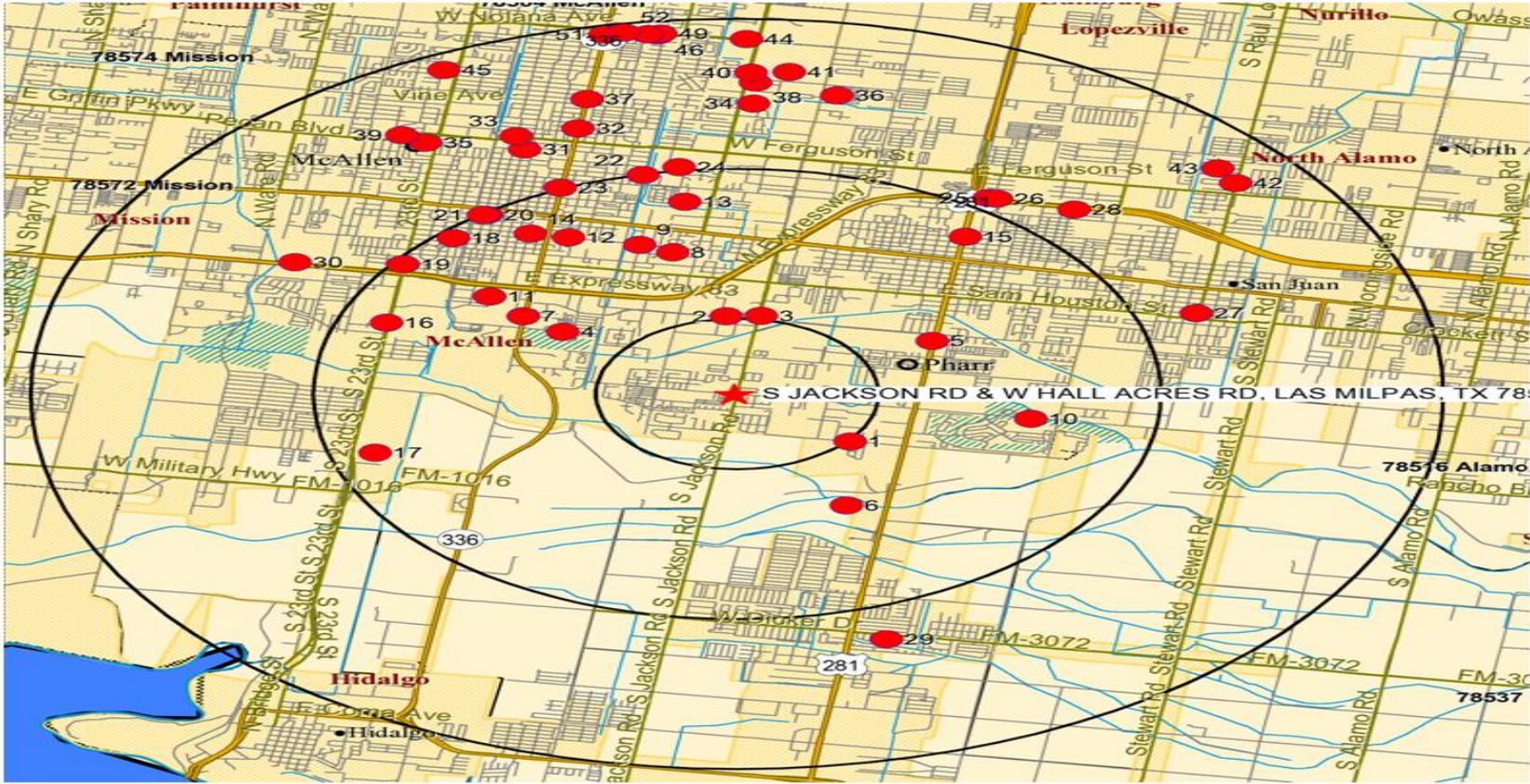
- How does your business compare to those already in existence?
- How many businesses do you compete with directly or indirectly?
- What are your strengths and weaknesses?
- How is your business going to overcome them?

Company Name	City	Address	Location Sales Volume Actual	Location Employee Size Actual
A Piece Of Cake By Ybarra's	Harlingen	202 E Harrison Ave	\$568,000	00008
Allejandro's Tortilla Factory	Harlingen	1814 N 77 Sunshine Strip	\$8,440,000	00010
Auntie Anne's Pretzels	Harlingen	2020 S Expressway 83	\$280,000	00005
Buttercreams Cupcakery	Harlingen	712 N 77 Sunshine Strip # 3	\$284,000	00004
Cake Creations	Harlingen	118 Regency Ct	\$284,000	00004
Gloria's Specialty Cakes	Harlingen	609 W Tyler Ave	\$284,000	00004
LA Mexicana Bakery	Harlingen	501 W Tyler Ave	\$213,000	00003
Lara's Bakery	Harlingen	403 W Polk St	\$284,000	00004
Nelda's Bakery	Harlingen	304 W Tyler Ave	\$284,000	00004
Panaderia LA Esquina	Harlingen	310 Lozano St	\$71,000	00001
Rainbo Baking Co	Harlingen	1600 W Harrison Ave	\$284,000	00004
San Miguel Bakery	Harlingen	517 E Taylor St	\$284,000	00004
Shipley Do-Nuts	Harlingen	1522 S 77 Sunshine Strip	\$392,000	00007

Competitor Analysis

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Allejandro's Tortilla Factory	Harlingen	1814 N 77 Sunshine Strip	\$8,440,000	00010
Auntie Anne's Pretzels	Harlingen	2020 S Expressway 83	\$280,000	00005
Buttercreams Cupcakery	Harlingen	712 N 77 Sunshine Strip # 3	\$284,000	00004
Cake Creations	Harlingen	118 Regency Ct	\$284,000	00004
Gloria's Specialty Cakes	Harlingen	609 W Tyler Ave	\$284,000	00004
LA Mexicana Bakery	Harlingen	501 W Tyler Ave	\$213,000	00003
Lara's Bakery	Harlingen	403 W Polk St	\$284,000	00004
Nelda's Bakery	Harlingen	304 W Tyler Ave	\$284,000	00004
Panaderia LA Esquina	Harlingen	310 Lozano St	\$71,000	00001
Rainbo Baking Co	Harlingen	1600 W Harrison Ave	\$284,000	00004
San Miguel Bakery	Harlingen	517 E Taylor St	\$284,000	00004
Shipley Do-Nuts	Harlingen	1522 S 77 Sunshine Strip	\$392,000	00007

Ring Study



SBDCNet
NATIONAL INFORMATION
CLEARINGHOUSE

Competitors within a 1, 3, 5-mile ring-study from:
S JACKSON RD & W HALL ACRES RD, LAS MILPAS, TX 78577

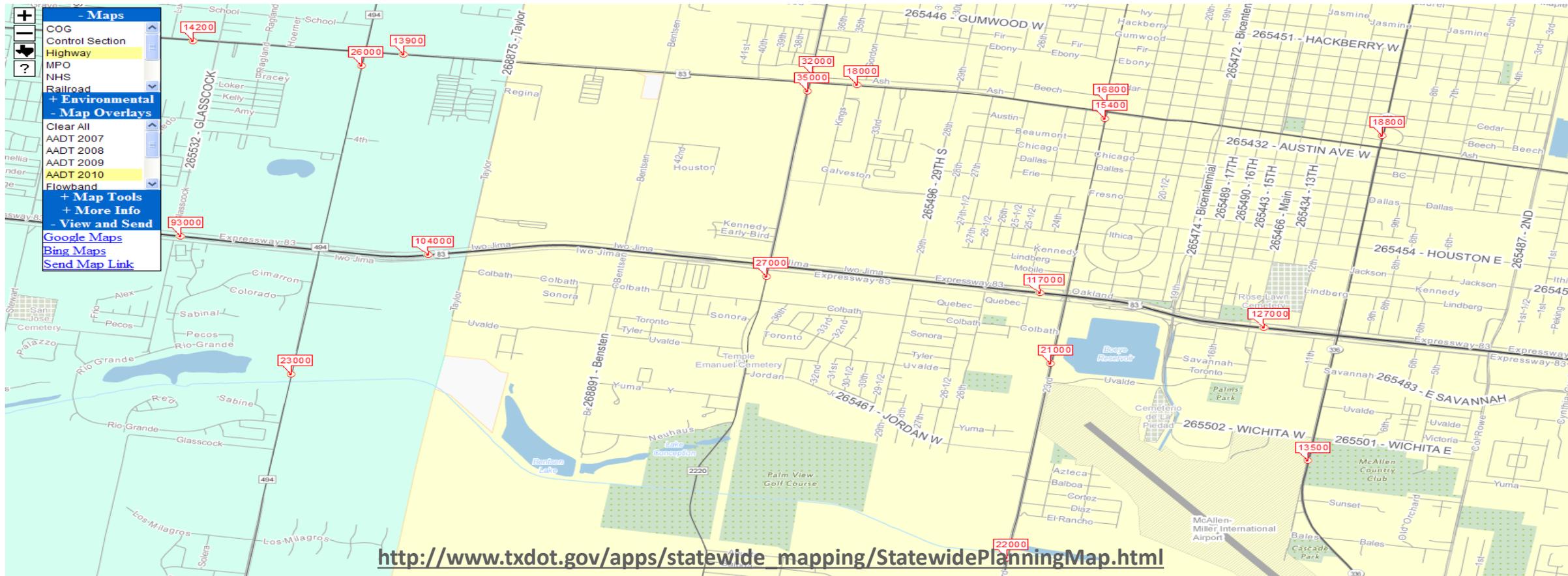
- Legend**
- ★ Subject Site
 - Radius
 - Medium City Center
 - Small City Center
 - Primary Hwy
 - Secondary Hwy
 - Maj. Roads
 - Local Roads
 - Water Bodies
 - Rivers
 - Airports
 - Landmarks
 - Place Areas
 - State Boundary
 - Business Points (NAICS XXXXX)

Source: Applied Geographic Solutions © 2010. DemographicsNow is brought to you by Alteryx, Inc. © 2011 All Rights Reserved

Date: 10/06/11

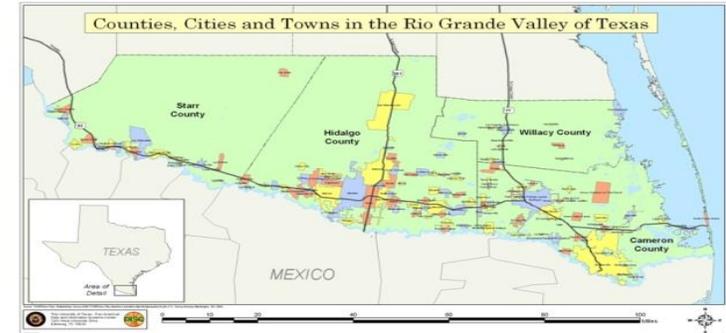


Traffic Count



Offices

- UTRGV C.E.S.S. Bldg.
1407 E. Freddy Gonzalez Dr., Suite 1.200
Edinburg, Texas 78539
 - UTRGV - Resaca Village
1601 East Price Rd., Suite E, Rm. 116
Brownsville, Texas 78520
-
- **Other advisement sites once a week:**
 - Brownsville Chamber of Commerce & San Benito Chamber of Commerce
 - Development Corporation of Raymondville & Raymondville Chamber of Commerce
 - Greater Mission Chamber of Commerce
 - The Chamber (Harlingen)
 - Rio Grande Valley Hispanic Chamber of Commerce (McAllen)
 - Starr County Industrial Foundation



Thank you for your participation!

Please complete the Seminar Evaluation.

Your feedback is very important and will help the UTRGV SBDC provide you with exceptional service!

Contact Information

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Small Business Development Center

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