

The "Tienda La Chiquita" Story

While at a local Hispanic league soccer game in 2004, Gerardo and Melissa Garcia realized there was a largely underserved Hispanic retail market in West Georgia. A few months later, Melissa quit her full time job, and with some money they had saved, the Garcias opened Tienda La Chiquita, a Hispanic grocery in Villa Rica.

In addition to selling an assortment of grocery items from Mexico, Central and South America, Melissa sells bilingual services to the Hispanic community. She is able to sell insurance, file taxes, wire money and even register vehicles for customers who only speak Spanish. After working tirelessly for 2 years, the Garcias knew that in order to better serve their customers, they needed to expand.

Armed with desire and determination, the Garcias contacted the SBDC in April of 2006. SBDC consultant RuthAnn Carlton helped the Garcias put their goals on paper, both in words and numbers in a comprehensive business plan, and helped them find financing to realize their vision. In fact, not only did they obtain financing with the plan, it won the ACE award for the 2006 Business Plan of the Year.

Today, Tienda La Chiquita is the premier Hispanic grocery in West Georgia. The store operates from a larger location, has an expanded selection of groceries, and employs a butcher to provide customers with fresh meats. The Garcias have a greater sense of satisfaction that comes from knowing that they are able to respond to the needs of the population and can continue to grow their business.

Tienda La Chiquita
901 S. Carroll Road #J
Villa Rica, GA 30180
770-456-4401
Gerardo and Melissa Garcia

2 Easy Ways to Register for Classes:

- 1) www.georgiasbdc.org/ce/carrollton
- 2) Phone: 678-839-5082



Funded in part through a cooperative agreement with the U.S. Small Business Administration and The University of Georgia. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Jennifer Clendenin, University of West Georgia, 153 RCOB Building, Carrollton, GA 30118 or by phone: 678-839-5082.

Richards
College of Business

University of West Georgia
Small Business Development Center
153 RCOB Business Building
Carrollton, GA 30118-4130
678-839-5082
www.westga.edu/~sbdc

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University of West Georgia Small Business Development Center

2007

Signature Business Programs



Find out how the owners of
Tienda La Chiquita made their
business dreams come true.

*Need help with your small business?
We have the answers you need.*



Entrepreneur Development Certification Program (EDCP) - 6 Classes

Sponsored by  United Community Bank

The Entrepreneur Development Certification Program is designed for those individuals who have their own small business or are considering starting their own business. The program was designed to cover the important issues that all small business owners must deal with. All individuals who complete the 6 class program will be presented with an EDCP certificate of completion from the UWG Small Business Development Center and United Community Bank and one individual will receive a scholarship for \$199, courtesy of United Community Bank.

Sign up for the Entrepreneur Series – pay only \$199 and save \$95 – Classes may also be taken separately for \$49 each

1) Writing an Effective Business Plan \$49

Starting a business without a plan is like going on a road trip without a map. A business plan helps you start, build and manage your business. Learn why a business plan is crucial to your success, especially if you need a loan or an investor for your business. This course will explain the sections of a business plan, show what information is required for each section, and the general format. In addition, you will receive a detailed planning outline and sample plan to help you develop an effective business plan today.

Newnan	January 23, 2007	6:00 – 8:30 PM
Carrollton	May 22, 2007	6:00 – 8:30 PM
Douglasville	September 18, 2007	6:00 – 8:30 PM

2) Small Business Marketing Strategies \$49

Successful, high-impact marketing relies less on money and more on knowing how to use time, energy, imagination, and most importantly, a plan. Increase sales and profits with unique and effective marketing strategies designed especially for small businesses. Learn how to maximize your marketing dollars and enhance your profitability by incorporating some simple industry secrets of effective marketing in public advertising and low-cost market research. Attend this seminar and learn what gets customers in the door, how to make the sale and how to keep customers coming back without spending a small fortune!

Newnan	February 13, 2007	6:00 – 8:30 PM**
Carrollton	May 29, 2007	6:00 – 8:30 PM
Douglasville	September 25, 2007	6:00 – 8:30 PM

3) Legal Issues of the Small Business \$49

Should your business be organized as a C-corp, an S-corp, or an LLC? A local attorney examines the most common legal forms of business entities and provides information to help you choose the most appropriate structure. Also learn how to address many of the legal challenges encountered by new businesses and review provisions of contracts and leases.

Newnan	January 30, 2007	6:00 – 8:30 PM
Carrollton	June 5, 2007	6:00 – 8:30 PM
Douglasville	October 2, 2007	6:00 – 8:30 PM

4) Tax Tips for New Businesses \$49

A CPA covers common money-saving strategies for small business owners: deductions for business use of the home, vehicle expense deductions, depreciation for fixed assets, entity selection from the tax perspective and much more. Very complex issues on this topic are presented in a “plain English” approach.

Newnan	February 6, 2007	6:00 – 8:30 PM
Carrollton	June 12, 2007	6:00 – 8:30 PM
Douglasville	October 9, 2007	6:00 – 8:30 PM

5) Finding Money for Your Small Business \$49

This detailed program will show you step-by-step how to finance a start-up or growing business. Also included are tips on how to prepare a winning package for any type of financial assistance. Topics include different financing options, such as bank loans, SBA guaranteed loans, non-bank lenders, private investors and the myths and realities of grant funding. Learn how successful borrowers pick the right financing options and make their proposals attractive to funding sources. Also, learn how to calculate your financing needs, develop financial projections, and how to professionally present your proposal.

Newnan	February 20, 2007	6:00 – 8:30 PM
Carrollton	June 19, 2007	6:00 – 8:30 PM
Douglasville	October 16, 2007	6:00 – 8:30 PM

6) Expertise from Entrepreneurs \$49

This “Entrepreneurs Forum” gives participants the opportunity to interact with local successful small business owners and to learn firsthand what it takes to run and grow a successful business. Entrepreneurs will share their own stories and then take questions from the audience. Certificates of Completion for the Entrepreneur Development Certificate Program will be awarded in this session.

Newnan	February 27, 2007	6:00 – 8:30 PM
Carrollton	June 26, 2007	6:00 – 8:30 PM
Douglasville	October 23, 2007	6:00 – 8:30 PM

Register today by calling the UWG SBDC—678-839-5082 or online! www.georgiasbdc.org/ce/carrollton

EDCP Class Locations

Carrollton

The Burson Center - 500 Old Bremen Road, Carrollton, GA 30117

Douglasville

Douglas County Chamber of Commerce, 6658 Church Street
Douglasville, GA 30134

Newnan **class order varies

Newnan-Coweta Chamber of Commerce, 23 Bullsboro Drive,
Newnan, GA 30263

SPECIALTY BUSINESS CLASSES

Resources for Your Small Business Free

There are many local, state and federal resources that are available to small businesses, some of which are free. Come to this forum to learn about the agencies, services, and financial assistance that are available to local entrepreneurs and small businesses. Also, have the opportunity to speak with representatives from these agencies one-on-one. Invited participants include: Georgia Department of Economic Development (GDEcD), Small Business Administration (SBA), Small Business Development Center (SBDC), The Burson Center, Service Corps of Retired Executives (SCORE), Georgia Tech Government Procurement Assistance, Georgia Tech Small Business Innovation Research, West Central Technical College, and Appalachian Community Enterprises (ACE).

Carrollton March 6, 2007 8:30 AM – 11:30 AM

Starting Your Own Business \$49

If you are considering starting a small business, then this workshop is a crucial first step. Topics for discussion include traits of a successful entrepreneur, market research, legal structure for your business, estimating start-up costs and cash flow projections, financing alternatives, failure factors, and business planning. Since lack of planning is one of the top reasons new businesses fail, attending this comprehensive workshop may be one of the most important decisions you make prior to opening your business. A business start-up workbook is included.

Carrollton	March 27, 2007	6:00 – 8:30 PM
Douglasville	August 21, 2007	6:00 – 8:30 PM
Newnan	November 6, 2007	6:00 – 8:30 PM

SBA Community Express Loans Free

The United States Small Business Administration along with lender, BLX, will discuss the latest loan offered by the SBA, The Community Express Loan. The Community Express Loan program serves the following communities (51% owned and controlled): Minorities, Women, Veterans and certain SBA designated areas. SBA and BLX representatives will be on hand to answer any questions you may have. Learn what qualifications are needed to obtain the loan and how to apply.

Douglasville April 17, 2007 6:00 – 8:30 PM

Georgia Sales & Use Tax Seminar Free

The Georgia Department of Revenue’s Taxpayer Services Division conducts this Free Seminar for area businesses, providing information about sales and use tax law, form preparation, local taxes, exemptions, audit preparation, and other areas of interest. A question and answer session will also be conducted in order to address specific areas of concern.

Carrollton	August 16, 2007	8:30 AM – 5:00 PM
Newnan	September 12, 2007	8:30 AM – 5:00 PM **

**located at the UWG Newnan campus

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