

HAWAI‘I SBDC SUCCESS STORY - EAST HAWAI‘I CENTER



AS Designs & Services^{LLC}
DBA HILO WEB DESIGN

Ian Hatch, owner and manager of **A.S. Designs & Services**, has provided web design services to businesses throughout Hawai‘i and the U.S. Mainland for over 10 years. Professionally trained in graphic design, graphic arts, multimedia and web development, Ian began his business as a sole proprietor in 2002. Since then he has bootstrapped and grown his company into a full-service design, web development and Internet marketing firm with 3 employees.

After growing organically through word of mouth referrals for the past decade, Ian decided it was time to expand his sales and advertising efforts by leveraging outside investment. He approached the Hawai‘i SBDC for help in developing a business plan for his expansion strategy, which enabled him to secure \$50,000 from a local bank.

A.S. Designs & Services has continuously grown and overcome the challenges of the web design industry by being attentive to market shifts, technological advancements, and design trends. As principal of the company, Ian is attuned to market changes and has observed the recent growth in overall and ongoing brand creation as opposed to contracted web development work. As a result of this trend, A.S. Designs impresses on its clients the importance of establishing a quality brand coupled with an effective web presence.

A.S. Designs will utilize its expansion funding to bring on another employee who will assist the company in growing its client base as it continues to serve not only small businesses but also medium size firms and larger enterprises across a wide range of industries. Current customers include restaurants, service businesses, manufacturers and nonprofits, all of whom benefit from having multiple professionals with 20+ years of combined experience and varied expertise working together to craft a unique brand identity for their companies.

