

HAWAI'I SBDC SUCCESS STORY



Happy Tails to You

Charlie Rapoza, a proud Veteran, opened the Happy Tails to You doors almost a year ago after working as a General Contractor for many years. The market for construction on Hawaii Island is still greatly hampered after the great recession, so Charlie decided to create a new business opportunity following his love for animals. Since the high end pet grooming business has opened, the company has persevered while building a thriving pet grooming business in Waimea, Hawaii now servicing over 400 clients.

This is not so say that Charlie hasn't run into challenges and hardships along the way. The business has had to relocate, bootstrap, and change directions. However, Charlie has continued to work closely with his consultant at the Hawaii SBDC Network (SBDC) in Hilo throughout this process and now after discussing cash flow management, budgeting, and operational strategy the business has positive cash flow and a solid outlook going forward.

There has been overwhelming support from the Waimea community and Charlie is furthering his grooming credentials by getting officially licensed as a pet groomer in a grueling program in California. Once completed, Happy Tails to You will be able to accommodate more clients at more convenient times. "Customer service is the key!" states Charlie.

Expansion plans are also in the works and equestrian care and grooming will soon be added to the list of services Happy Tails to You offers.