

HAWAII SBDC SUCCESS STORY - WEST HAWAII CENTER

The Trove



Kristine is a bright and accomplished young entrepreneur and artist who had been producing her jewelry and selling it on line and offering jewelry making classes in a local bead store for two years when she approached the SBDC. She had outgrown her home work space and decided she needed to “up her game” and take her business to a new level, and to do that wanted to open a bricks and mortar location, refine her business plan and locate financing for shop modifications for a location she had in mind. Her plan for her new business approach included turning her shop into an artists’ center where she could showcase local artists and have expanded teaching space. She also wanted assistance in changing her business from a sole proprietorship to an LLC.



When asked to comment on what the value of the SBDC was for her, Kristine said “You did just about everything, mahalo! You helped me to nail down my finances and my financing, develop my budget and long term plans, clarify my mission and focus on what I do best. People ask me all the time how I was able to open the shop and I am happy to tell them about the SBDC. Do you have some more cards I can hand out?”

With SBDC support, Kristine secured financing from The Kohala Center, using their microloan program, and she opened her shop in late summer 2016. Business has far exceeded her expectations and her sales have almost quadrupled. She is currently in discussions with a large national fashion retailer who wants to feature her jewelry, and is well on the road to sustained business success.