

## Hawai'i SBDC Success Story – Maui Center



**Anuheha Flowers**

served fresh daily **808-572-6877**

*Young Entrepreneurs take over a 25-year-old Flower Farm*

Emily Church and Tasha Wright have a dream of running a profitable working farm and eventually offering farm teaching to schools and agri-eco tourism activities to others. An opportunity arose to take over a long-established Protea Flower Farm from retiring owners, prompting the team to seek assistance from the Hawaii SBDC -Maui Center.

After researching the existing S-Corporation ownership, SBDC provided advice and guidance:

- creation of a new legal entity with a Purchase and Sale Agreement for the company goodwill, branding and assets rather than purchase and assuming the shares (and liabilities) of the S-Corporation
- introduction to and application preparation for financing with the USDA Farm Service Agency for a low interest farm loan
- creation of an employee manual with policies to hire/save the jobs of the 4 previous employees of the S-Corporation.
- an updated business plan that included not just expansion of the wholesale flowers business, but a move into retail with the opening of a small retail flower stand in the nearby town and expansion into asparagus, both as a crop and a value-added salsa product.

As of the end of September 2018, Emily and Tasha are officially the new owners of Anuheha Flowers. ***“We are carrying on the legacy and continue to work hard to care for and cultivate the land to produce gorgeous harvests, so we can design and arrange beautiful, fresh-cut long stem gift boxes, arrangements, and wreaths for our customers to enjoy locally and across the nation.”***

Anuheha Flowers can be found online at: [www.anuhehaflowers.com](http://www.anuhehaflowers.com)

on Instagram @anuhehaflowers and check us out on Facebook at Anuheha Flowers.

