

HAWAII SBDC SUCCESS STORY – MAUI CENTER

Deep Kine Kitchen Cleaning LLC

Appreciated Expertise in Clean and Safe Kitchens on Maui



After years of being "under appreciated" as night manager for a world-renowned restaurant, **Dana Daniels** wanted to strike out on his own and started **Deep Kine Kitchen Cleaning**, a commercial kitchen cleaning service specializing in deep cleaning, especially exhaust vent cleaning.

Shortly after starting his business in January 2018, **Dana and his wife Wendy** approached the **Maui Center of the Hawaii SBDC** for business guidance, with cashflow as a main concern. Dana felt that as he took on more clients, adequate cashflow became a larger and larger challenge. Unfamiliar with managing business debt and financing, the client needed direction.

Through advising from Maui Center Director, Wayne Wong, the Daniels computed profit and loss projections as a basis for forecasting a sustainable cashflow. Additionally, SBDC coached them on pricing, best practices for financing and lines of credit and effective marketing on a budget. The result has been an abundance of leads and exciting new client acquisitions.

Deep Kine Kitchen Cleaning's specialization on deep cleaning and exhaust vent cleaning, along with a building reputation as reliable and for outstanding work has created a lot of demand for his services. He has acquired some big clients (i.e., Maui Ocean Center) as well as well-known, high-end restaurants (Sarentos, and Ruth Chris). Registering with HlePRO, the State of Hawaii eProcurement system, enabled successful bidding on State government contracting jobs. Currently, his government clients include a hospital, a college and schools (i.e., Maui Memorial Medical Center, UH Maui College).

Dana and Wendy feel SBDC gave him the fundamentals and support that helped him start off properly. He now looks back and sees how that foundation allowed him to jump out ahead of his initial expectations. He carefully noted the things the advisor suggested, learned and implemented them and feels that's why he's where he is today.

June 2019 marks 1.5 years in business. In that time Deep Kine Kitchen Cleaning has grown to 5 fulltime employees, paid significantly over minimum wage at \$18 hour. Counting himself and his wife Wendy, that makes a total of 7 jobs created.

Above all, Dana and Wendy feel fulfilled as small business owners and are proud of the jobs they've been able to create. Even better, they enjoy that their destiny and further achievements are only limited by how smart they work at it.