

# HAWAII SBDC SUCCESS STORY - O'AHU CENTER



*Olena by  
 Chef Ron Simon*



On August 7, 2017 “Olena by Chef Ron Simon” opened for business in the JABSOM Kakaako - Café Waiola. Started by husband and wife team, Ron and Rose Simon. Olena’s menu features fresh farm to table local favorite entrees such as Aburgae with Vegetable Saimin, Chicken-ginger Jook, Roasted Salmon & Tofu Salad, and their refreshing signature Filipino lemonade crafted specially by talented Chef Ron.

In 2015 Rose first attended Hawai‘i SBDC’s “How to Start a Business” workshop and then met with a business advisor. From the start she had the energy and drive to learn as much as possible about operating a food business. Over the next two years Rose crafted the business plan and projections, met with her Hawai‘i SBDC advisor several times and went to look at several site options. Each time she would circle back to the business advisor and discuss the cost, timeline, projections, location, etc. Then, in 2017, all her hard work paid off. Rose continues to stay in close contact with her business advisor, providing updates as often as possible.

