
**Linda Ufland**
**Director**

# WELCOME

UTRGV
Entrepreneurship &
Commercialization Center

# Necessary Elements of a Business Plan for Funding!

a collaboration by:

UTRGV

Entrepreneurship & Commercialization Center

EDINBURG Economic Development Corporation

***The City of Edinburg Economic Development Department aids in site selection, relocation, and other services related to a new, expanding, or relocating business.***

Through the Edinburg Economic Development Corporation, the Economic Development Department oversees Type A projects (Industry & Job Creation) and Type B expenditures (Cultivating Community).

Type A sales tax is intended for manufacturing and industrial development. Type A revenue may be used to fund land, buildings, equipment, targeted infrastructure, facility projects and job training. In 2011, Edinburg residents voted to allow the EDC to use funds for "recreational facilities"; defined as entertainment venues, parks, restaurants, parking, and infrastructure.

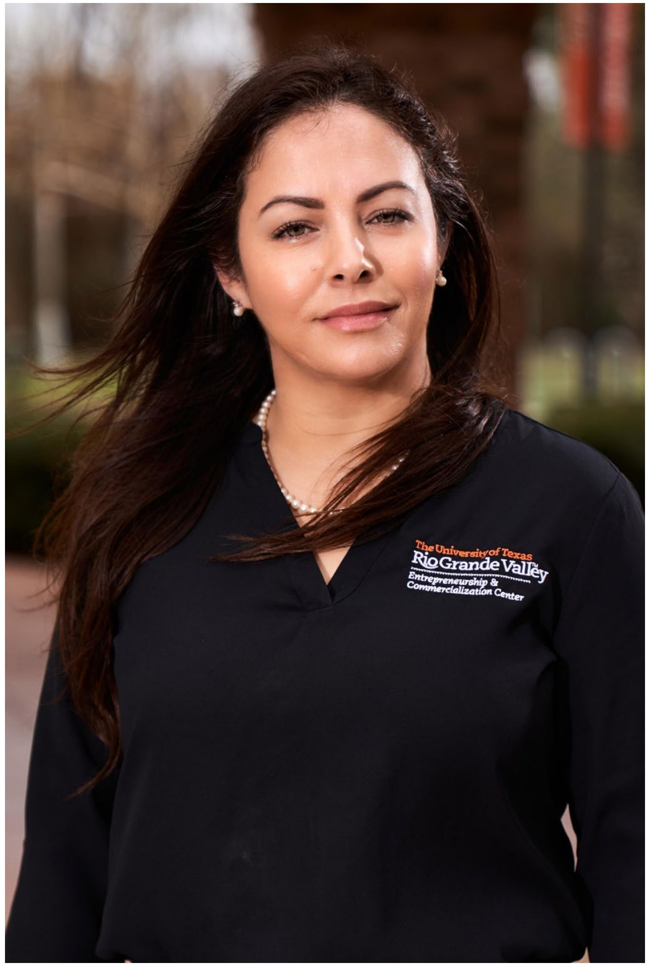
We provide the following services:

- ***Access-*** we connect you to the right people, from necessary capital, industry people. EDC leverages its network and partners to help our companies grow in our region.
- ***Advocacy***- We coordinate and conduct outreach in order to help companies grow in the region.
- ***Positioning***- We work through local, state, national, and international communication channels to elevate our region, leading industry sectors, and individual companies.
- ***Business Retention-*** We serve local companies by providing assistance with expansion plans, programs to help retain business, and advocating for policies that enhance the region's economic competitiveness.
- ***Business Expansion***-We lead attraction efforts to bring new investment and new companies to the region. We market the region to highlight the incredible talent available and the quality of life that keeps them here.
- ***Business Attraction***-Work with us to determine how your company can take advantage of the unique assets of this bi-national, bi-lingual, region.

Edinburg, Texas is the place for you and your business. A place with a business-friendly environment, large labor force, strong infrastructure, resources and room for growth. Please don't hesitate to contact us, we are ready to help!

CHASE

**Robert Rosell, MPA, EDFP**
VP, Chase Community Manager




Maria Julia Villalon has been part of the University of Texas Rio Grande Valley since 2009. Ms. Villalon develops and implements all programming efforts for the center and is the lead facilitator for entrepreneurial programming as well as an advisor for business incubator clients. She holds a Master in Business Administration from UTRGV.

**Maria Julia Villalon**
**Program Manager**

UTRGV™

*Entrepreneurship & Commercialization Center*

# Elements of a Business Plan

The University of Texas Rio Grande Valley

# What is a business plan?

# Why do I need a business plan?

- A business plan is vital to helping you get finance.
- A business plan can help you prioritize.
- A business plan can give you control over your business.

***The last two year have brought significant changes to how we conduct business. It has impacted all industries in diverse ways, it is important to re-access business operations to adjust, restructure or startup again.***

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# Executive Summary

is a portrait of your business plan as a whole and touches on your company profile and goals.

# Executive Summary

- Details about your product or service
- Description of your target market
- Information of competition
- Financial overview
- Details about your team
- Funding needs

# Business Description

provides information on what you do, what differentiates your business from others, and the markets your business serves.

# Business Description

- Unique Selling Proposition
- Competitive Advantage
- SWOT Analysis
- A “hook” / “interest” for reader

# Products and Services

- What do you sell?
- How does it benefit your customers?
- What is the product lifecycle?


***COVID-19 has changed supply chains across the globe, think of your customers needs pre- and post-pandemic***

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# Products and Services

- Introduction [experience the customer will have in dealing with your company when purchasing the product]
- Product description [what exactly is the product or service]
- Market Comparison [position the product or service has in its marketplace]
- Proprietary Rights [what patents, copyrights, trade secrets, non-competitive agreements are in place ]
- Stage of Development [where in the lifecycle is it: early, growing, mature, declining?]

# Sales and Marketing

- How do you plan to market your business?
- What is your sales strategy?


***Marketing and sales strategy had significantly changed, how you reach customers is not the same***

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# Sales and Marketing

## Marketing Section:

- Objectives [ex: attract 20 customers each month]
- Strategies [ex: offer tours/free samples]
- Tactics [ex: advertise on google]
- Measurements [ex: track google leads]

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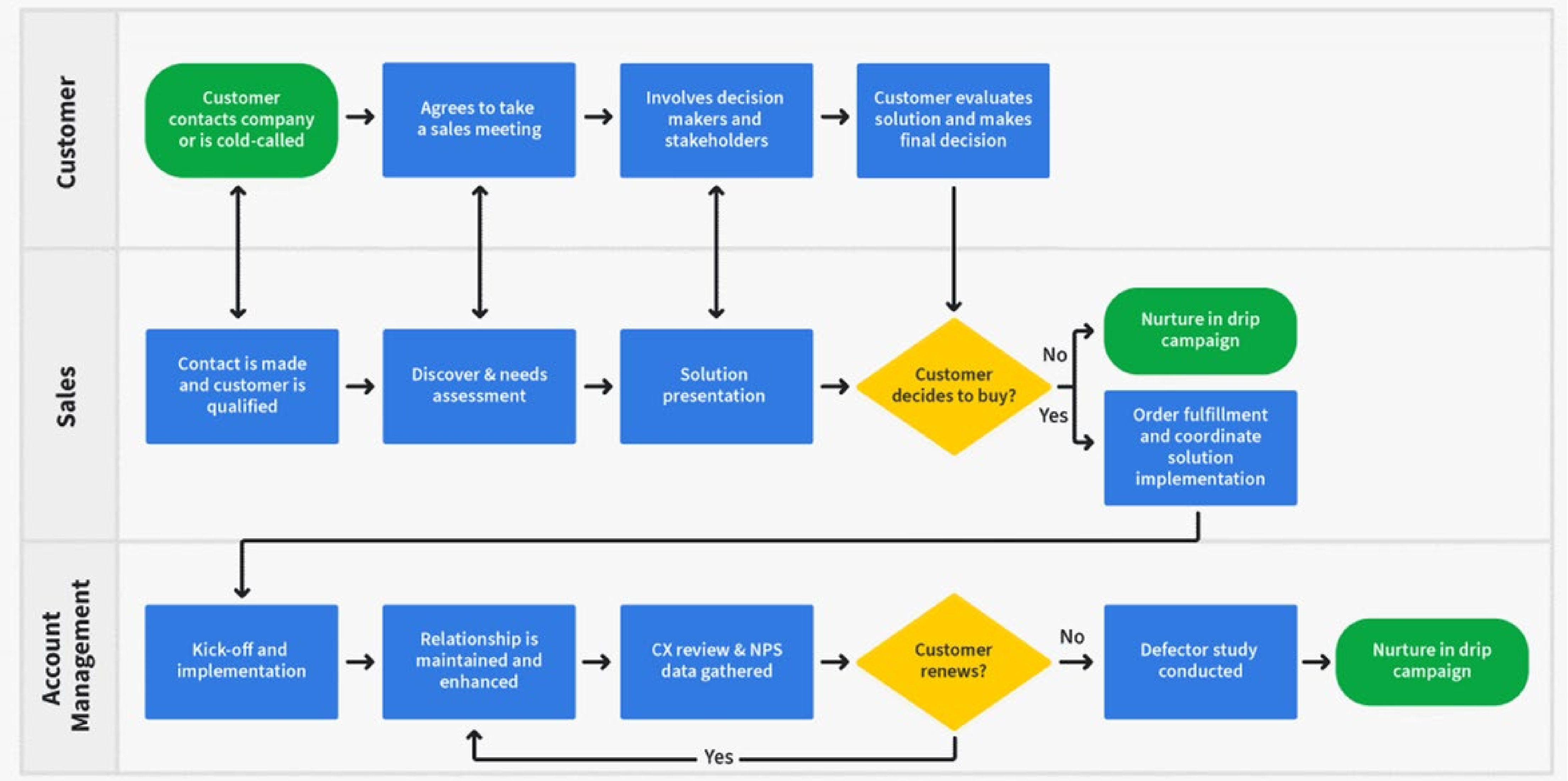
# Sales and Marketing

## Sales strategy Section:



# Operations & Development

## This section should include:

- Production process
- Suppliers
- Plan & equipment
- Inventory
- Technology
- Communication channels
- Payment types accepted
- Credit Policy
- Warranties & refunds
- Quality control
- Memberships & affiliations

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# Management Team

The management team is an essential part of every business. This team analyzes and identifies the business' goals and objectives and implements and enforces the strategies the employees need to achieve success.

# Economic Assessment

- In your business plan there should be a complete assessment of the economic environment in which your business will operate and should include:

  - Financial Summary of your business
  - Cash Flow Assessment
  - Expenses

It should paint the picture of *"how will you make money?"* and *"how you will ensure your business always has money?"*

***Different markets are having different economic conditions with regards to COVID, if you have not looked at the market your organization is in it is important to understand the trends and changes due to the pandemic.***

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# Economic Assessment

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# Financial Summary

- You should develop the Financial Projections section after you've analyzed the market and set clear objectives. That's when you can allocate resources efficiently. The following is a list of the critical financial statements to include in your business plan packet.

- Historical Financial Data – if any

- Prospective Financial Data [ a financial institution can ask you for 3-year projections]

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# Financial Summary – part two

- How will you account for your sales?
- This section will allow you to explore and ensure you will remain profitable.
- Cover expenses
  - Great area to expand on startup costs and daily operational costs.

# Cash Flow Assessment

- Cash flow is the liquid capital your business has on had.

## 12 Month Cash Flow

**Cash Flow (12 months)**

Enter Company Name Here

| | Pre-Startup EST | Jan-08 | Feb-08 | Mar-08 | Apr-08 | May-08 | Jun-08 | Jul-08 | Aug-08 | Sep-08 |
|---|---|---|---|---|---|---|---|---|---|---|
| **Cash on Hand** (beginning of month) | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| **CASH RECEIPTS** | | | | | | | | | | |
| Cash Sales | | | | | | | | | | |
| Collections fm CR accounts | | | | | | | | | | |
| Loan/ other cash inj. | | | | | | | | | | |
| TOTAL CASH RECEIPTS | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| **Total Cash Available** (before cash out) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| **CASH PAID OUT** | | | | | | | | | | |
| Purchases (merchandise) | | | | | | | | | | |
| Purchases (specify) | | | | | | | | | | |
| Purchases (specify) | | | | | | | | | | |
| Gross wages (exact withdrawal) | | | | | | | | | | |
| Payroll expenses (taxes, etc.) | | | | | | | | | | |
| Outside services | | | | | | | | | | |
| Supplies (office & oper.) | | | | | | | | | | |
| Repairs & maintenance | | | | | | | | | | |
| Advertising | | | | | | | | | | |
| Car, delivery & travel | | | | | | | | | | |
| Accounting & legal | | | | | | | | | | |
| Rent | | | | | | | | | | |
| Telephone | | | | | | | | | | |

# Expense Assessment

- Same as Cash Flow having a proper expense assessment will assist in preparation for unexpected costs. The expense report should include:
  - Rent, Utilities, Payroll, Daily operational expenses etc.
  - Unexpected or annual costs: Association costs, renewal costs, insurance, etc.

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# Other Information

- Finalize your plan with other information such as:
  - Expected changes in your industry
  - Exit Plan
  - Intellectual property
  - Specialty licensing

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The past few years have brought significant changes to all business! Take time to assess your operations and overall business processes. Business are “rebuilding”/ “seeking sustainability”. Business will seek funding. It is important to understand what lending institutions seek in the business plan!

# ARE YOU FUNDABLE

**ASSESS**, identify **GAPS**!

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# SUMMARY

Use this information to assess your organization; its operations, finances, viability & goals. When seeking funding create a plan to use that funding to remain profitable and create positive cashflow. In the financial goals ensure you accommodate the commitments of the funding you seek! Now is the time to **ASSESS**, identify **GAPS**!

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# Thank you!

Questions and Answers

SBA

U.S. Small Business Administration

Lower Rio Grande Valley District Office

2422 E. Tyler Avenue,  Suite E.

Harlingen, TX  78550

(956) 427-8533

www.sba.gov

**Mission: Help Americans start, build and grow businesses.**

# What can SBA do for me?

## How we help small businesses

### Free business counseling

Get business advice from our partnering organizations and experts.

Find counselors

### SBA guaranteed business loans

Find an SBA lender near you to help fund your business.

Use Lendermatch

### Home & business disaster loans

Apply for a low-interest disaster loan to help recover from declared disasters.

Apply for assistance

### Federal government contracting

Qualify to win small business government contracts.

Get certified

U.S. Small Business Administration

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Business Guide | Funding Programs | Federal Contracting | Learning Center | Local Assistance | About SBA

Back to all topics

# 10 steps to start your business

*Starting a business involves planning, making key financial decisions, and completing a series of legal activities. Scroll down to learn about each step.*

Feedback

1

—

## Conduct market research

Market research will tell you if there's an opportunity to turn your idea into a successful business. It's a way to gather information about potential customers and businesses already operating in your area. Use that information to find a competitive advantage for your business.

2

—

## Write your business plan

Your business plan is the foundation of your business. It's a roadmap for how to structure, run, and grow your new business. You'll use it to convince people that working with you — or investing in your company — is a smart choice.

3

—

## Fund your business

Your business plan will help you figure out how much money you'll need to start your business. If you don't have that amount on hand, you'll need to either raise or borrow the capital. Fortunately, there are more ways than ever to find the capital you need.

4

—

## Pick your business location

Your business location is one of the most important decisions you'll make. Whether you're setting up a brick-and-mortar business or launching an online store, the choices you make could affect your taxes, legal requirements, and revenue.

# Browse business topics

## Plan your business

- Market research and competitive analysis
- Write your business plan
- Calculate your startup costs
- Fund your business
- Buy an existing business or franchise


## Launch your business

Turn your business into a reality. Register, file, and start doing business.

## Manage your business

Run your business like a boss. Master day-to-day operations and prepare for success.

## Grow your business

When business is good, it's time to expand. Find new funding, locations, and customers.

# Browse business topics

### Plan your business

You've got a great idea. Now, make a plan to turn it into a great business.

### Launch your business

- Pick your business location
- Choose a business structure
- Choose your business name
- Register your business
- Get federal and state tax ID numbers
- Apply for licenses and permits
- Open a business bank account
- Get business insurance

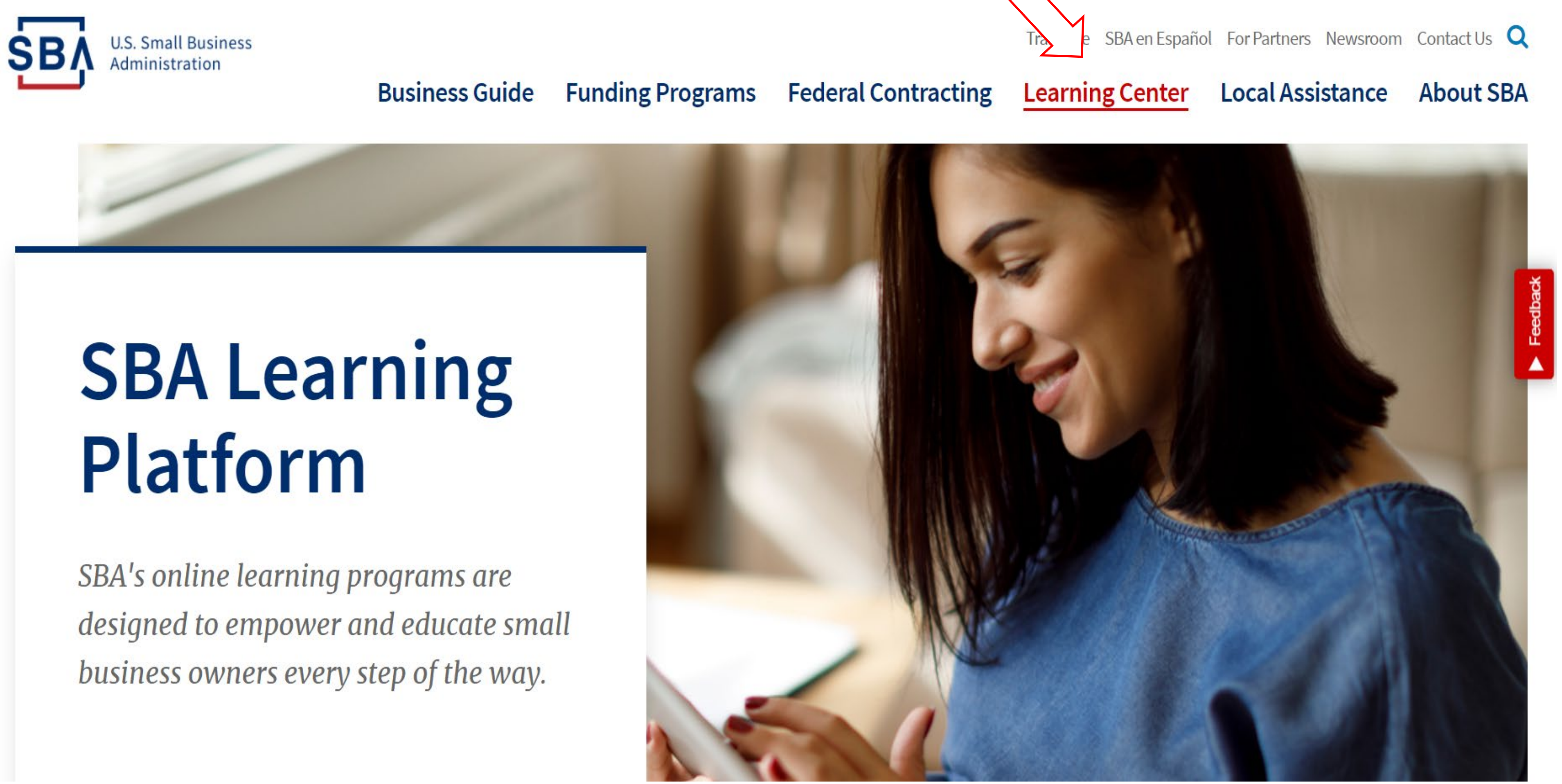
### Manage your business

Run your business like a boss. Master day-to-day operations and prepare for success.

### Grow your business

When business is good, it's time to expand. Find new funding, locations, and customers.

# Training Available




## Learning Center

Start, pivot, or grow your small business with courses from SBA's Learning Center. >

View Learning Center courses


## Ascent for Women

A free online learning platform for women interested in starting or growing their small businesses. >

View Ascent

Feedback

Back to Top

# The SBA Resource Partner Network

**Access the right tools at the right time—wherever you are.**

POWERED BY
U.S. Small Business Administration

Approved and funded by the SBA

1,400+ partner offices nationwide

Find local resource partners near you at **SBA.gov/local-assistance**

# Resource Partner Network

## Free Consulting and Low Cost Training

- Small Business Development Center (SBDC)

  1407 E. Freddy Gonzalez Drive

  Edinburg, TX 78539

  (956) 665-7535

  *Ask about their Satellite Offices and Circuit Rides Valley wide.

- SCORE

  2422 E. Tyler Ave, Ste. E.

  Harlingen, TX 78550

  (956) 477-4550

- Veteran's Business Outreach Center (VBOC)

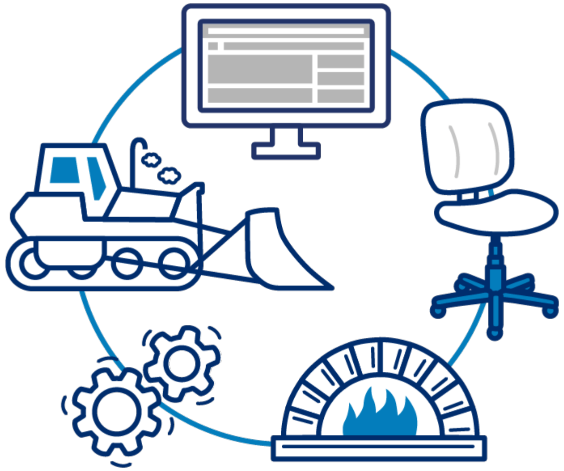
  1407 E. Freddy Gonzalez Drive

  Edinburg, TX 78539

  (956) 665-7555

# Need Access to Capital? The SBA Can Help

# How Can an SBA-backed Loan Help You?



- Launch, grow, or repair a start-up
- Start or purchase a small business
- Access revolving credit or working capital for day-to-day expenses

- Purchase, renovate, or expand facilities
- Purchase inventory, equipment, or machinery
- Purchase land or real estate
- Export a product or service

# Access to Capital

## *So Why Go With an SBA Guaranty??*

**SBA offers loan guarantees to lenders:**

- Partial refund for failed loan
- Lender obtains guaranty

- **How will it benefit me?**
  - Loans to Start-ups
  - Negotiable Interest Rates
  - Longer Loan Terms
  - Collateral Shortfalls
  - Expedited Loan Programs

**Must the Lender use SBA?**

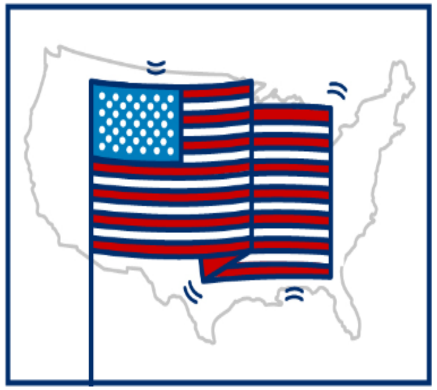
No, it is always the lender's option, if the Lender doesn't mention SBA...
**ASK!**

# Eligibility requirements

Lenders and loan programs have unique eligibility requirements. In general, eligibility is based on what a business does to receive its income, the character of its ownership, and where the business operates. Normally, businesses must meet size standards, be able to repay, and have a sound business purpose. Even those with bad credit may qualify for startup funding. The lender will provide you with a full list of eligibility requirements for your loan.

**Be a for-profit business**

The business is officially registered and operates legally.

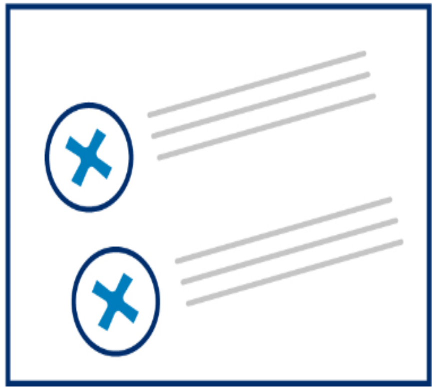


**Do business in the U.S.**

The business is physically located and operates in the U.S. or its territories.

**Have invested equity**

The business owner has invested their own time or money into the business.



**Exhaust financing options**

The business cannot get funds from any other financial lender.

### Eligible

- Small Businesses (SBA size standards)
- Operate for Profit
- Independently Owned
- U.S. Citizen or Lawful U.S. Resident
- Most types of firms

### Non-Eligible

- Non Profit Organizations
- Religious or Charitable Organizations
- Pyramid Sales
- Real Estate Investment
- Gambling or Illegal Activities
- Lending Activities
- Prurient Sexual Nature
- Limited Membership Clubs

# Types of Business

# 7(a) Loan Program

- **Maximum Loan Size: $5 Million**
- **SBA Loan Guarantee:**
  - Less than 150k: 85%
  - More than 150k: 75%
- **Terms: Interest Rate is Negotiable**
  - Less than 7 years: + 2.25%
  - More than 7 years: + 2.75%
  - Loans of $50k or less are subject to a slightly higher rate.
- **Length of Terms:**
  - Working Capital — up to 10 years
  - Machinery and Equipment — 10-12 years
  - Real Estate — 25 years

- Eligible Published Rates
  - WSJ Prime 3.25%

U.S. Small Business Administration

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Business Guide Funding Programs Federal Contracting Learning Center Local Assistance About SBA

# Lender Match helps you find lenders.

*Lender Match (formerly LINC) is a free online referral tool that connects small businesses with participating SBA-approved lenders.*

FIND LENDERS

# Lender Match





Find an SBA-approved lender that's right for you by visiting

**SBA.gov/lendermatch**

# Are You Ready to Consider Federal Contracting?

The world's largest customer, buying all kinds of products & services

Required by law to provide contract opportunities to small businesses

Evaluate your readiness & learn more by visiting **SBA.gov/contracting**

# Qualify for Federal Contracts with Certifications

The SBA works with federal agencies to award at least 23% of all prime government contracting dollars each year to small businesses that are certified with the **SBA's contracting programs**. Programs include:

- 8(a) Business Development Program
- Historically Underutilized Business Zones (HUBZone) Program
- Women-Owned Small Business (WOSB) Program
- Service-Disabled Veteran-Owned Program

Learn more and determine your eligibility at **certify.SBA.gov**


certify.SBA.gov
Login
Home
Prepare
Am I eligible?
Help
COVID-19 Guidance
Apply for the SBA's WOSB Program
Welcome to certify.SBA.gov
Apply for and manage your 8(a)Business Development Program and All Small Mentor-Protégé Program certification online from our easy-to-use dashboard.
Login
Or
Get started

# Counseling & Technical Assistance

## Procurement Technical Assistance Center (PTAC)

**1407 E. Freddy Gonzalez Drive**

**Edinburg, TX**

**(956)665-7564**

Technical assistance to businesses that want to sell products and services to federal, state, and/or local governments.

Determine if your business is ready for government contracting.

Help you register in the proper places.

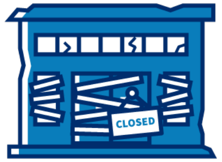
See if you are eligible in any small business certifications.

Research past contract opportunities.

Help you identify and bid on a contract.

Measuring performance and help with contract audits.

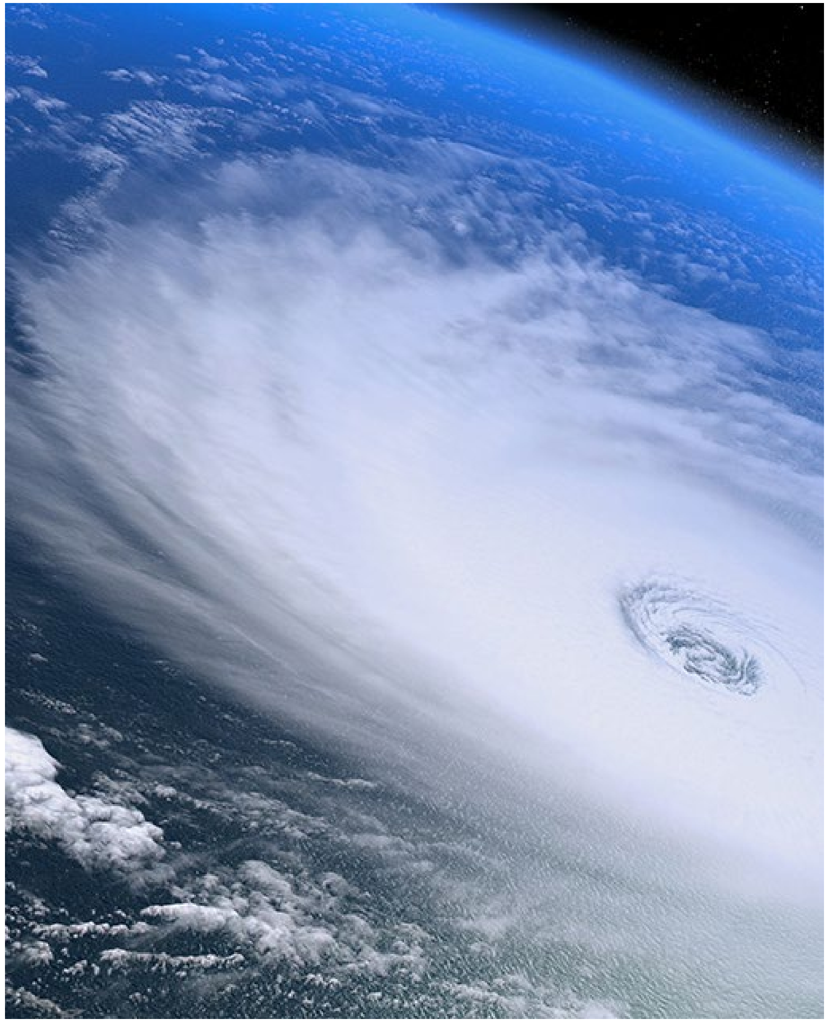
# Disasters Happen. Prepare Your Business.




An estimated 25% of businesses don’t reopen after a major disaster.*


Businesses can protect themselves with an up-to-date plan of action.

Prepare your business & learn more by visiting **SBA.gov/prepare**



*According to the Institute for Business and Home Safety (IBHS).

# SBA Disaster Assistance Loans

Each year, the SBA provides billions of dollars in low-interest, long-term **disaster loans** to help small businesses, homeowners, and renters recover from declared disasters. Loans may cover:

**Real Estate**

**Personal Property**


**Economic Injury**

**Machinery & Equipment**

**Inventory**

**Active Duty Military**

U.S. Small Business Administration

# Questions?

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Economic Development Specialist
(956) 427-8535 | veronica.ortega@sba.gov

Veronica Chavez
Outreach and Marketing Specialist
(956) 427-8622| veronica.Chavez@sba.gov

# The University of Texas Rio Grande Valley

## Small Business Development Center (SBDC)

956.665.7535 | WWW.UTRGV.EDU/SBDC



UTRGV

AMERICA'S SBDC TEXAS SOUTH-WEST

UT RIO GRANDE VALLEY

# About the UTRGV SBDC

## Funded in part by the U.S. Small Business Administration (SBA) & the State of Texas

| | |
|---|---|
| HOSTED BY | The University of Texas Rio Grande Valley |
| HISTORY | Serving the Rio Grande Valley since 1986 |
| SERVICES | Professional Business Advising, Training, and Market Research |
| STRENGTH | Proud Member of the Texas South-West SBDC Network and Accredited Member of America's SBDC (1000+ locations nationwide) |

# About our funding partner: SBA

The U.S. Small Business Administration (SBA) is a federal agency that provides 50 percent or less of the operating funds for each state SBDC; one or more sponsors provide the rest.

In addition to the SBDC Program, the SBA funds a variety of other programs and services. They include training and educational programs, advisory services, publications, financial programs, and contract assistance. The agency also offers specialized programs for women business owners, minorities, veterans, international trade, and rural development.

The SBA has offices located throughout the country. For the one nearest you, call the Small Business Answer Desk at 1-800-8-ASK-SBA or (202) 205-7064 (fax). For the hearing impaired, the TDD number is (202) 205-7333. For the SBA Lower Rio Grande Valley District Office, please call (956) 427-8533.

# Mission, Vision, and Values

Mission

## MISSION STATEMENT

The mission of The University of Texas Rio Grande Valley SBDC is to foster small business success in the counties of Cameron, Hidalgo, Starr, and Willacy.

Vision

## VISION STATEMENT

Our vision is to be the premier small business resource serving the Rio Grande Valley.

Values

## CORE VALUES

It is the responsibility of The University of Texas Rio Grande Valley SBDC to model the core values of integrity, excellence, service, and innovation.

# UTRGV SBDC Service Area

The UTRGV SBDC is a center of the Texas South-West SBDC Network (in blue) and provides services to Cameron, Hidalgo, Starr, and Willacy Counties (in red).

America's SBDC Texas South-West | UT Rio Grande Valley

# Impact in the Rio Grande Valley

| UTRGV SBDC ANNUAL PRODUCTIVITY REPORT FY 2020-2021 | |
|---|---|
| Clients in Advising Sessions | 837 |
| Training Sessions | 145 |
| Training Session Attendees | 1338 |
| Businesses (New) | 56 |
| Businesses (Expansions) | 78 |
| Jobs Created/Retained | 1414 |
| Total Loans (SBA-guarantees, non-bank lenders, revolving loan funds, & others) | 103 |
| Total Capital Investment | $10,103,634 |

America's SBDC Texas South-West | UT Rio Grande Valley

# UTRGV SBDC Services

BUSINESS ADVISEMENT
CONFIDENTIAL | ONE-TO-ONE | NO-COST
IN-PERSON | TELEPHONE | ZOOM

- Business Planning for Startups & Expansions
- Financial Projections & Analysis
- Identification of Financing Sources
- Marketing & Sales and much more

SPECIALTY RESOURCES

- Business Continuity
- Government & Corporate Contracting
- International Trade
- Human Resources & Employer Services
- Technology Commercialization & Innovation
- Veterans

BUSINESS TRAINING
IN-PERSON | WEBINARS | SELF-PACED MODULES

- Startup Information
- Human Resources
- Financial Management & Accounting
- Payroll Compliance & Basic Labor Law
- Marketing & Social Media
- Tax & Business Law
- Business Continuity
- Corporate Contracting
- Innovation & Commercialization
- International Trade
- Leadership & Management
- Insurance and much more

# Details on Services

- Business Advisement
- Business Training
- Market Research

# Business Advisement

- One-to-One
- Confidential
- No Cost
- By Appointment
- For Startup, Growth, and Expansion of the Business
- Ongoing Assistance

# Includes Business Planning Services

- Professional guidance in startup planning and growth strategies
- Assistance in business plan preparation and review of existing business plans
- Help with determining project cost and funding options
- Compilation and review of financial projections

# Business Training

- In-person, webinar, or self-paced
- Nominal or at no cost
- Covers core business administration: human, physical, information, and financial
- Includes advanced/special topics: legal, tax, social media, contracting, trade, commercialization, and others.

# Market Research

- Detailed & customized information
  - Market demographics and psychographics
  - Industry and trend information and statistics
  - Gap analysis
  - Competitor information
- Supports business planning and decisions for startup, planning, and growth strategies
- No cost to clients

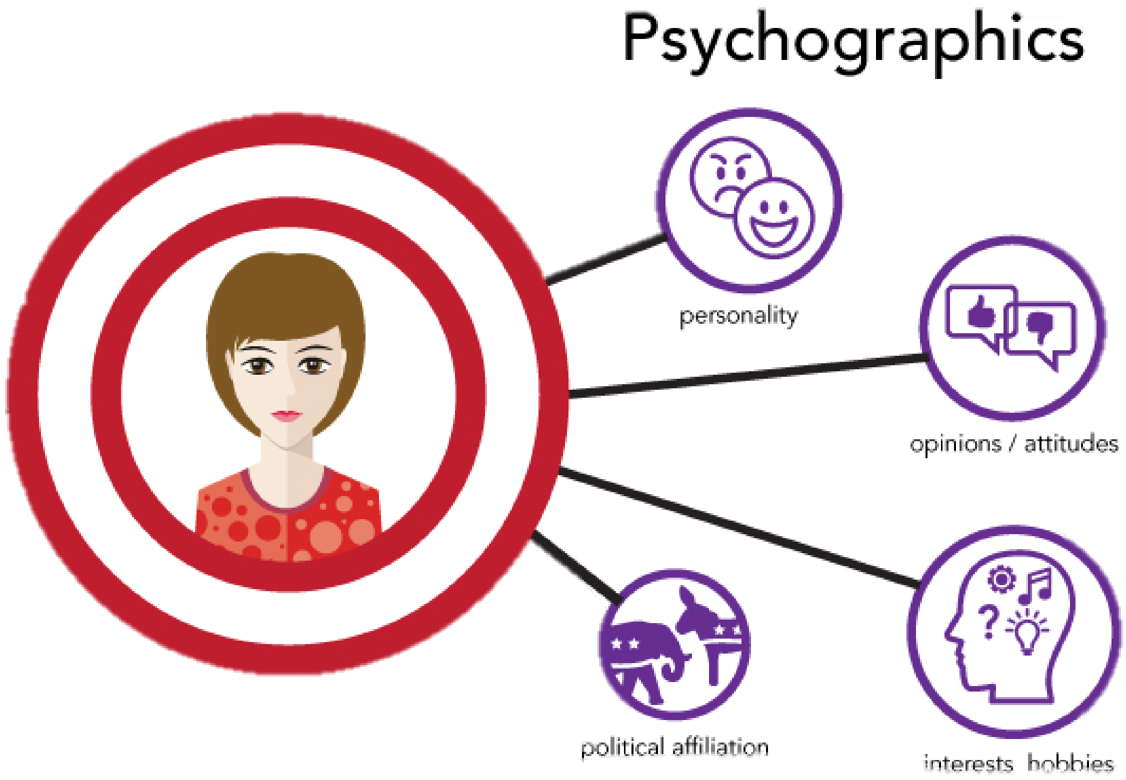
# Market Research: Demographic Example

Demographic information by area, zip code, county, state, and country

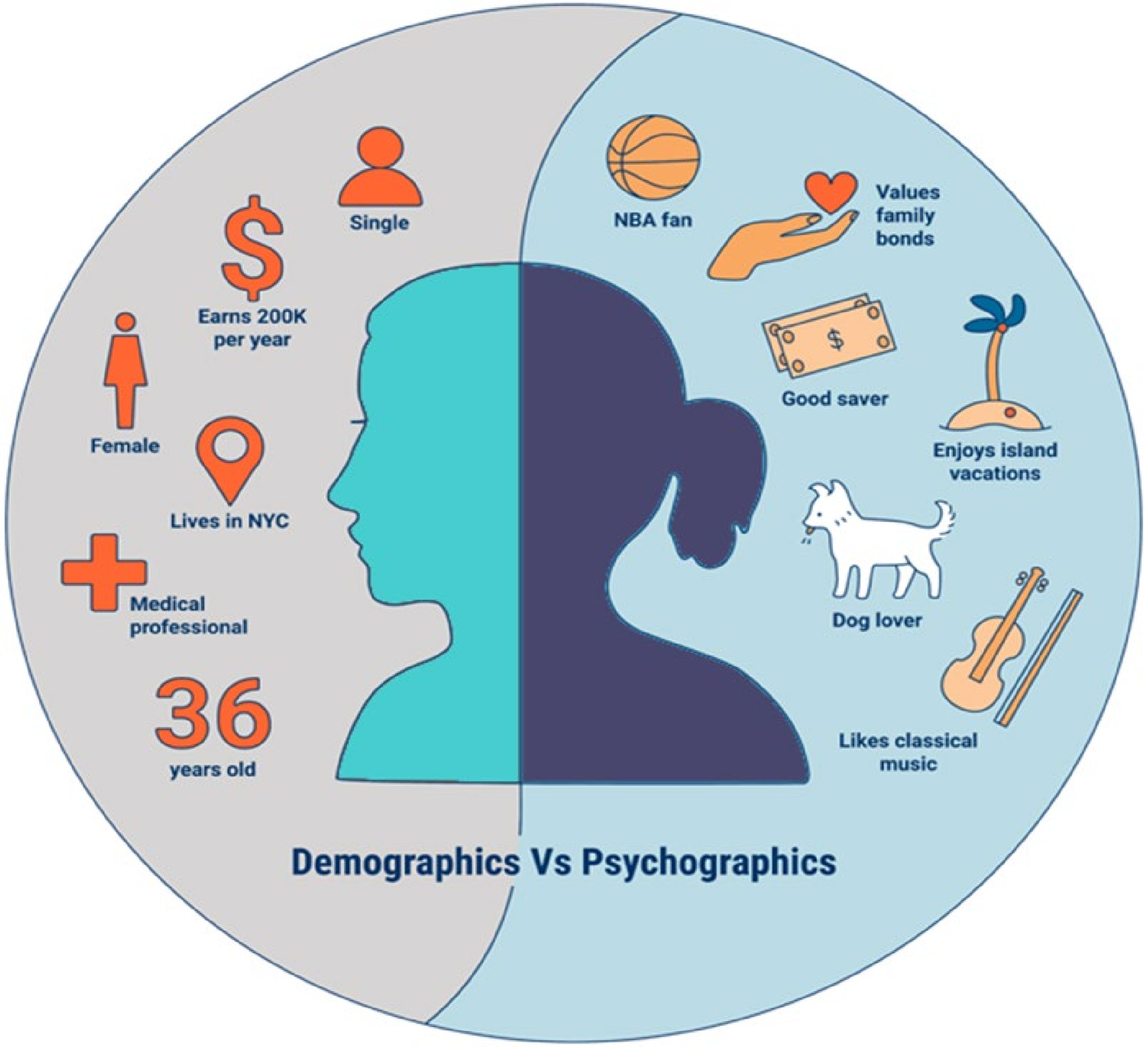
| 2009 Demographics | 78574 Mission | Hidalgo County | Texas | Entire US |
|---|---|---|---|---|
| Total Population | 53,823 | 727,772 | 24,697,574 | 306,069,955 |
| Total Households | 14,474 | 213,975 | 8,513,290 | 113,900,247 |
| % Female | 50.90% | 51.30% | 50.10% | 50.70% |
| % Male | 49.10% | 48.70% | 49.90% | 49.40% |
| **Age:** | | | | |
| Median Age | 23.4 | 27.2 | 33.7 | 37.1 |
| **Race and Ethnicity** | | | | |
| Hispanic Ethnicity | 94.40% | 91.40% | 36.60% | 15.60% |
| Not of Hispanic Ethnicity | 5.60% | 8.60% | 63.40% | 84.40% |
| **Educational Attainment:** | | | | |
| High School Graduate | 23.80% | 26.10% | 26.90% | 30.00% |
| Associates Degree | 4.10% | 5.00% | 6.30% | 7.50% |
| Bachelor's Degree | 10.20% | 11.20% | 17.30% | 17.60% |
| Graduate Degree | 3.20% | 4.30% | 8.40% | 10.40% |
| Some College, No Degree | 12.70% | 14.90% | 20.90% | 19.40% |
| **Household Income:** | | | | |
| Average Household Income | $39,886 | $44,364 | $66,563 | $69,346 |
| Median Household Income | $27,374 | $31,242 | $52,111 | $53,684 |
| Per Capita Income | $10,377 | $13,120 | $23,487 | $26,485 |
| **Vehicles Available:** | | | | |
| Average Vehicles Per Household | 1.7 | 1.7 | 1.8 | 1.8 |
| Total Vehicles Available | 24,973 | 358,504 | 15,495,175 | 207,401,119 |

# Market Research: Psychographic Example

A psychographic profile contains information about a person's interests, hobbies, emotional triggers, and lifestyle choices, among other data.



# Market Research: Demographic Vs Psychographics

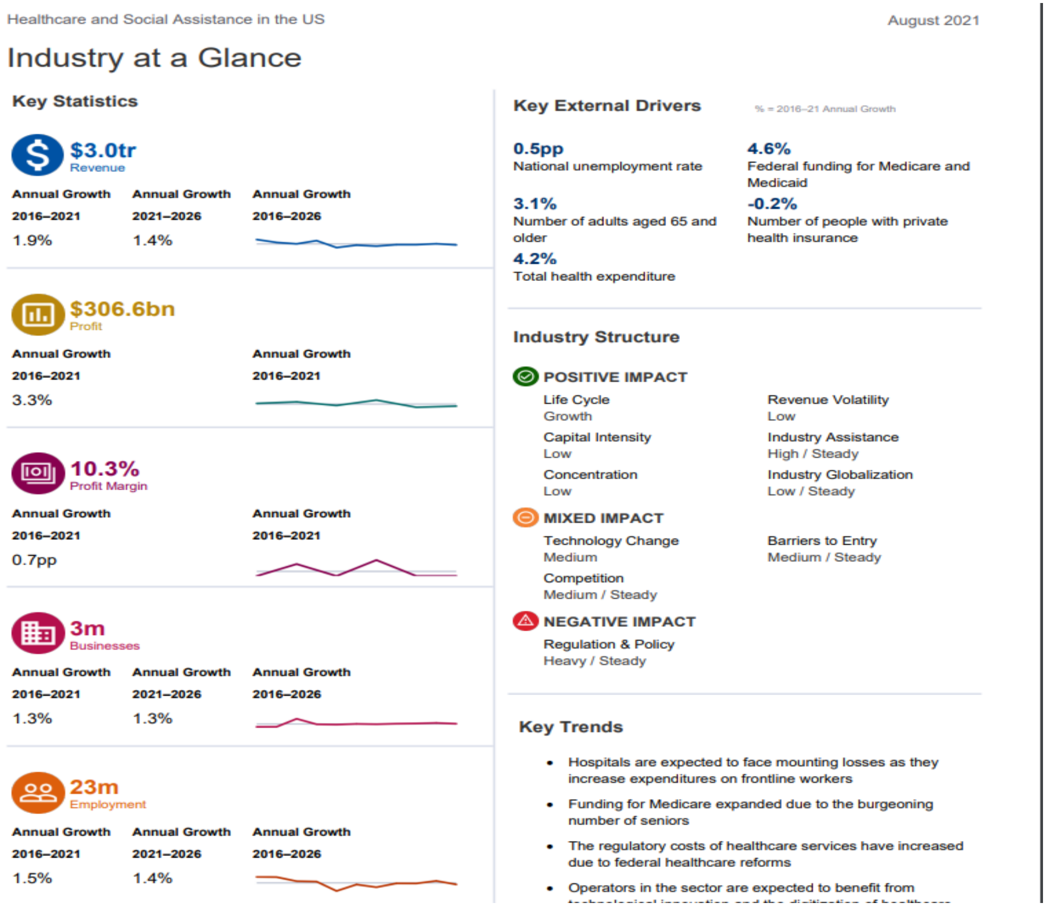


# Market Research: Consumer Expenditures Example

| | 78539 Edinburg | 78541 Edinburg | 78542 Edinburg | Hidalgo County | Texas | Entire US |
|---|---|---|---|---|---|---|
| **2009 Food & Beverages: Alcoholic** | | | | | | |
| Beer And Ale At Home (Incl. Non-Alcoholic) | $163.59 | $123.36 | $118.06 | $135.41 | $185.70 | $192.01 |
| Beer And Ale At Home | $162.09 | $122.24 | $116.97 | $134.16 | $184.00 | $190.25 |
| Non-Alcoholic Beer | $1.50 | $1.12 | $1.09 | $1.25 | $1.70 | $1.77 |
| Liquor at Home | $52.33 | $39.35 | $37.85 | $43.45 | $59.57 | $61.65 |
| Whiskey At Home | $21.14 | $15.87 | $15.31 | $17.58 | $24.09 | $24.94 |
| Other Liquor at Home | $31.19 | $23.48 | $22.54 | $25.87 | $35.48 | $36.72 |
| Wine At Home | $87.25 | $65.69 | $62.91 | $72.18 | $99.13 | $102.53 |
| Beer And Ale Not At Home | $77.17 | $58.43 | $55.31 | $63.45 | $86.97 | $89.87 |
| Wine Away From Home | $37.48 | $28.26 | $26.95 | $30.97 | $42.43 | $43.86 |
| Whiskey Away From Home | $62.49 | $47.15 | $44.88 | $51.56 | $70.66 | $73.04 |
| Alcohol On Out-Of-Town Trips | $67.04 | $50.49 | $48.39 | $55.69 | $76.07 | $78.86 |
| **2009 Food & Beverages: Away From Home** | | | | | | |
| Board (Including At School) | $49.62 | $38.58 | $36.90 | $41.30 | $54.69 | $56.45 |
| Breakfast And Brunch | $178.43 | $137.63 | $134.28 | $150.16 | $197.99 | $204.18 |
| Catered Affairs | $69.60 | $53.47 | $52.14 | $58.29 | $77.41 | $79.82 |
| Dinner | $1,171.63 | $902.90 | $883.21 | $986.37 | $1,301.88 | $1,342.08 |
| Food on Out-Of-Town Trips | $463.97 | $356.99 | $350.62 | $392.28 | $516.58 | $533.49 |
| Lunch | $784.36 | $605.74 | $589.88 | $660.08 | $869.45 | $896.92 |
| Snacks And Non-Alcoholic Beverages | $199.31 | $154.21 | $150.12 | $167.35 | $220.56 | $227.19 |
| **2009 Food & Beverages: Bakery Products** | | | | | | |
| Bread And Cracker Products | $5.41 | $4.51 | $4.48 | $4.79 | $5.77 | $5.91 |
| Bread Other Than White | $54.45 | $45.47 | $45.12 | $48.33 | $58.14 | $59.54 |

# Market Research: Industry Performance Example

Industry Trends: Innovation, competitive panorama, legislatures, consumption patterns, market size, and sales projections.



Healthcare and Social Assistance in the US — August 2021

## Industry at a Glance

**Key Statistics**

**$3.0tr** Revenue

| Annual Growth 2016–2021 | Annual Growth 2021–2026 | Annual Growth 2016–2026 |
|---|---|---|
| 1.9% | 1.4% | |

**$306.6bn** Profit

| Annual Growth 2016–2021 | Annual Growth 2016–2026 |
|---|---|
| 3.3% | |

**10.3%** Profit Margin

| Annual Growth 2016–2021 | Annual Growth 2016–2026 |
|---|---|
| 0.7pp | |

**3m** Businesses

| Annual Growth 2016–2021 | Annual Growth 2021–2026 | Annual Growth 2016–2026 |
|---|---|---|
| 1.3% | 1.3% | |

**23m** Employment

| Annual Growth 2016–2021 | Annual Growth 2021–2026 | Annual Growth 2016–2026 |
|---|---|---|
| 1.5% | 1.4% | |

**Key External Drivers** (% = 2016–21 Annual Growth)

- **0.5pp** National unemployment rate
- **4.6%** Federal funding for Medicare and Medicaid
- **3.1%** Number of adults aged 65 and older
- **-0.2%** Number of people with private health insurance
- **4.2%** Total health expenditure

**Industry Structure**

POSITIVE IMPACT
- Life Cycle: Growth
- Revenue Volatility: Low
- Capital Intensity: Low
- Industry Assistance: High / Steady
- Concentration: Low
- Industry Globalization: Low / Steady

MIXED IMPACT
- Technology Change: Medium
- Barriers to Entry: Medium / Steady
- Competition: Medium / Steady

NEGATIVE IMPACT
- Regulation & Policy: Heavy / Steady

**Key Trends**

- Hospitals are expected to face mounting losses as they increase expenditures on frontline workers
- Funding for Medicare expanded due to the burgeoning number of seniors
- The regulatory costs of healthcare services have increased due to federal healthcare reforms
- Operators in the sector are expected to benefit from

# Market Research: Gap Analysis Example

| | Texas (2014) | | McAllen, Texas | | | |
|---|---|---|---|---|---|---|
| Retail Stores | TX Avg Employee Size per Establishment | TX Avg Sales per Establishment | Consumer Expenditures | Retail Sales | Opportunity Gap or (Surplus) | Potential |
| Total Retail Sales Incl Eating and Drinking Places | | | 1,667,060,123 | 4,998,683,410 | (3,331,623,287) | |
| Motor Vehicle and Parts Dealers-441 | | | | | | |
| Automotive Dealers-4411 | 33 | 12,700,000 | 239,280,933 | 776,805,468 | (537,524,535) | -42.3 |
| Other Motor Vehicle Dealers-4412 | 8 | 1,800,000 | 33,504,104 | 35,451,341 | (1,947,237) | -1.1 |
| Automotive Parts/Accsrs, Tire Stores-441 | 6 | 400,000 | 21,216,985 | 128,706,821 | (107,489,836) | -268.7 |
| Furniture and Home Furnishings Stores-442 | | | | | | |
| Furniture Stores-4421 | 6 | 500,000 | 16,846,763 | 94,569,567 | (77,722,804) | -155.4 |
| Home Furnishing Stores-4422 | 7 | 2,000,000 | 14,644,454 | 31,319,851 | (16,675,397) | -8.3 |
| Building Material, Garden Equip Stores -444 | | | | | | |
| Building Material and Supply Dealers-44 | 20 | 900,000 | 137,978,429 | 247,911,274 | (109,932,845) | -122.1 |
| Building Materials, Lumberyards-444191 | | | | | | |
| Lawn, Garden Equipment, Supplies Stores | 6 | 400,000 | 24,642,302 | 3,491,970 | 21,150,332 | 52.9 |
| Food and Beverage Stores-445 | | | | | | |
| Grocery Stores-4451 | 13 | 4,300,000 | 143,297,826 | 153,186,126 | (9,888,300) | -2.3 |
| Specialty Food Stores-4452 | 3 | 100,000 | 17,669,294 | 7,618,837 | 10,050,457 | 100.5 |
| Beer, Wine and Liquor Stores-4453 | 4 | 400,000 | 49,607,919 | 15,754,209 | 33,853,710 | 84.6 |
| Health and Personal Care Stores-446 | | | | | | |
| Pharmancies and Drug Stores-44611 | 13 | 900,000 | 82,548,026 | 185,126,298 | (102,578,272) | -114.0 |
| Cosmetics, Beauty Supplies, Perfume Stor | 4 | 300,000 | 7,412,988 | 54,937,110 | (47,524,122) | -158.4 |
| Optical Goods Stores-44613 | 5 | 800,000 | 4,013,553 | 21,756,505 | (17,742,952) | -22.2 |
| Other Health and Personal Care Stores-4 | 5 | 400,000 | 9,340,211 | 46,026,030 | (36,685,819) | -91.7 |

America's SBDC Texas South-West
UT Rio Grande Valley

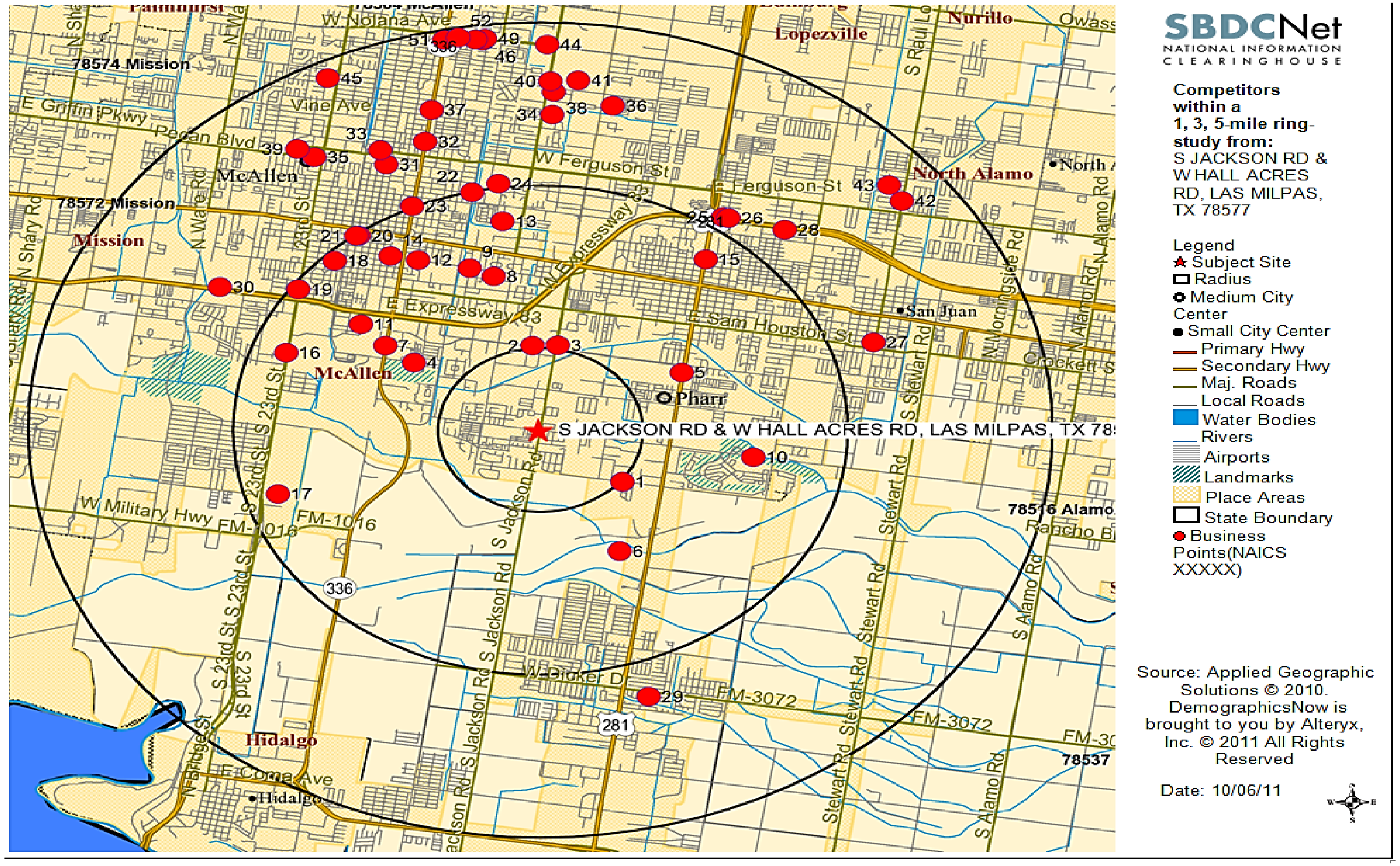
# Market Research: Competitive Analysis Example

## Competition Information

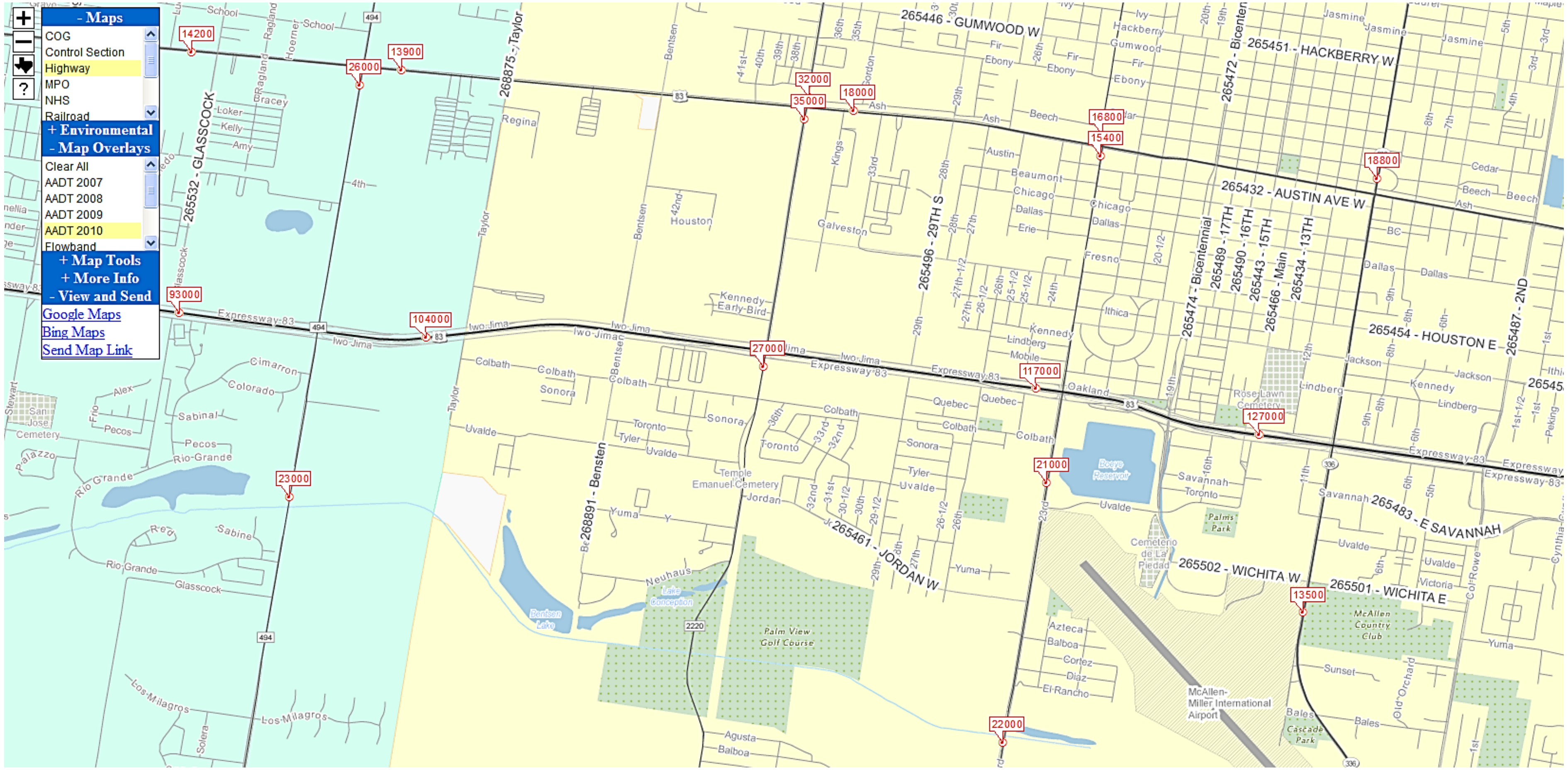
1. How does your business compare to those already in existence?
2. How many businesses do you compete with directly or indirectly?
3. What are your strengths and weaknesses?
4. How is your business going to overcome them?

| Company Name | City | Address | Location Sales Volume Actual | Location Employee Size Actual |
|---|---|---|---|---|
| A Piece Of Cake By Ybarra's | Harlingen | 202 E Harrison Ave | $568,000 | 00008 |
| Allejandro's Tortilla Factory | Harlingen | 1814 N 77 Sunshine Strip | $8,440,000 | 00010 |
| Auntie Anne's Pretzels | Harlingen | 2020 S Expressway 83 | $280,000 | 00005 |
| Buttercreams Cupcakery | Harlingen | 712 N 77 Sunshine Strip # 3 | $284,000 | 00004 |
| Cake Creations | Harlingen | 118 Regency Ct | $284,000 | 00004 |
| Gloria's Specialty Cakes | Harlingen | 609 W Tyler Ave | $284,000 | 00004 |
| LA Mexicana Bakery | Harlingen | 501 W Tyler Ave | $213,000 | 00003 |
| Lara's Bakery | Harlingen | 403 W Polk St | $284,000 | 00004 |
| Nelda's Bakery | Harlingen | 304 W Tyler Ave | $284,000 | 00004 |
| Panederia LA Esquina | Harlingen | 310 Lozano St | $71,000 | 00001 |
| Rainbo Baking Co | Harlingen | 1600 W Harrison Ave | $284,000 | 00004 |
| San Miguel Bakery | Harlingen | 517 E Taylor St | $284,000 | 00004 |
| Shipley Do-Nuts | Harlingen | 1522 S 77 Sunshine Strip | $392,000 | 00007 |

# Market Research: Ring Study Example



# Market Research: Traffic Count Example




AMERICA'S SBDC TEXAS SOUTH-WEST
UT RIO GRANDE VALLEY

# Headquarters & Other Locations

Edinburg (Main Office)
CESS Bldg., Suite 1.200 | 1407 E. Freddy Gonzalez Dr. | Edinburg, Texas 78539

Brownsville (Satellite Office)
*at* Brownsville Chamber of Commerce
1600 University Blvd. | Brownsville, Texas 78520

Additional Hosted Locations (On Set Day and By Appointment)

- South Padre Island Chamber of Commerce
- San Benito Economic Development Corporation
- Harlingen Area Chamber of Commerce
- Raymondville Economic Development Corporation
- Weslaco Area Chamber of Commerce & Visitors Center
- Rio Grande Valley Hispanic Chamber of Commerce
- Greater Mission Chamber of Commerce
- Rio Grande City Public Library / Starr County Industrial Foundation

# For an appointment or information:

Call 956.665.7535

or email sbdc@utrgv.edu.

# On the web and on social media:

www.utrgv.edu/sbdc (Join our mailing list here!)

www.facebook.com/utrgvsbdc

www.twitter.com/utrgvsbdc

AMERICA'S SBDC TEXAS SOUTH-WEST | UT RIO GRANDE VALLEY

# WELCOME

ECONOMIC DEVELOPMENT WEEK

Elements of Business Planning

# DEFINITION OF A CHAMBER

- A voluntary organization of the business community which unites the efforts of business and professional individuals to improve the economy, build a better community and enable business people to accomplish collectively what no one person or organization can do individually.
- Power in numbers!

# MISSION STATEMENT

Our Charge is to lead the effort in advancing commerce and the quality of life in Edinburg and the region. We will foster service, development, and growth by forging positive relationships, advocating volunteerism, and leadership development.

## WHO ARE YOU

Please let us know a little bit about yourself. Tell us who you are and what’s your business

WELCOME!

## WHY ARE YOU HERE

Tell us why you decided to attend Elements of Business Planning

LET US KNOW

## DISCUSSION

How would you define a Chamber of Commerce and the role it plays in the community

WHAT YOU THINK

# COMMON MISCONCEPTIONS ABOUT A CHAMBER OF COMMERCE

A political body, civic club or professional society


Service or charitable institution
(WE ARE 501c6)

A department of the city, county or state government


An agency of the state of TX or US Chamber of Commerce

# EACH CHAMBER IS UNIQUE!



01 Each Chamber is unique and has its own feel. No two are the SAME!

02 Each Chamber adapts to the community it serves.

03 Each Chamber provides different opportunities to their members.

# WHY DO BUSINESSES JOIN & INVEST WITH US

01 Expand networking opportunities

02 To be a part of our programs and events

03 Credibility and community exposure

04 Benefits and promotional opportunities

05 Input on community issues and future developments

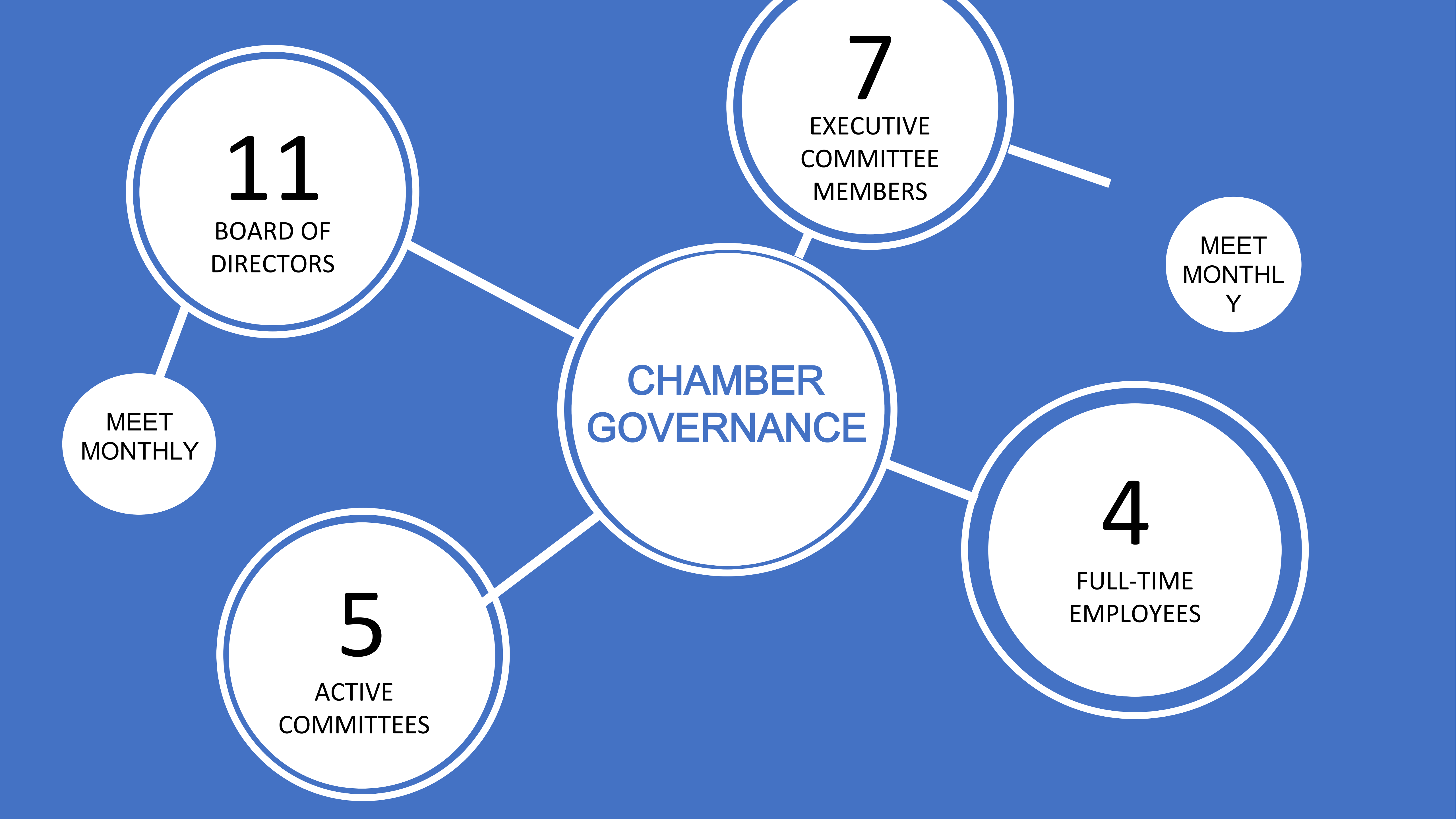
06 Community Support

07 Business Advocacy

08 Recognition and corporate identity

09 Increase awareness and raise visibility

10 Cost-effective business savings


CHAMBER GOVERNANCE
11
BOARD OF DIRECTORS
MEET MONTHLY
7
EXECUTIVE COMMITTEE MEMBERS
MEET MONTHL Y
5
ACTIVE COMMITTEES
4
FULL-TIME EMPLOYEES

# YOUR CHAMBER STAFF

Ronnie Larralde
Executive Director

Nayeli Zenteno
Director of Marketing & Tourism

Imelda Rodriguez
Administrative Assistant

Christina Barrera
Director of Membership

**Mario Lizcano**
Incoming President

**Michael Williamson**
President of the Board

**Veronica Gonzales**
Immediate Past President

**Mr. Carlos Guajardo**
South Texas Health System – Edinburg
Treasurer

**Mr. Julio Carranza**
CJE Construction
Vice President of Membership

**Ms. Kelly Salazar**
Linebarger Goggan Blair & Sampson, LLP
Vice President of Leadership

**Ms. Marsha Green**
Bert Ogden Auto Group
Vice President of Special Events

# BOARD OF DIRECTORS

# COMMITTEES

- AMBASSADORS
- PUBLIC AFFAIRS
- SPECIAL EVENTS
- LEADERSHIP EDINBURG
- MARKETING & TOURISM

# AMBASSADOR COMMITTEE

- Ambassadors actively advocate for the Chamber, communicating the benefits, programs and privileges of becoming a Chamber member. Through enthusiastic Chamber representation, Ambassadors seek opportunities to educate, promote and share the benefits of Chamber membership with the business community.

- Serving as an Ambassador offers a great deal of visibility and builds credibility for your own business, while generating stronger relationships for the Chamber in the business community.

- Our Ambassadors play an essential role in member recruitment, communication and retention, assisting with monthly meetings and annual events, as well as attending ribbon cuttings.

- Ambassadors gain business exposure by being the first to meet Chamber members and put their company's name in the forefront. By volunteering at Chamber events and attending Ambassador meetings, they are kept current on what is happening within the Chamber and our community.

# NETWORKING OPPORTUNITIES

- Member Orientation
- Mixers
- Ribbon Cuttings/Grand Openings
- Public Affairs Luncheons
- Community Events
- Committee Involvement
- Webinars

# SIGNATURE EVENTS & PROGRAMS


01 Public Affairs Luncheons

02 Business Seminars

03 Texas Cook 'Em - High Steaks In Edinburg

04 Edinburg CC Banquet

05 Fiesta Edinburg

06 Chamber Raids

07 University Drafthouse Beerfest

08 Night of Lights Parade

09 Leadership Edinburg

10 Caffeine with Colleagues

11 Business Mixers

# MEMBER BENEFITS

BUSINESS RESOURCES

REFERRALS

MAILING LISTS

INCLUSION ON CHAMBER WEBSITE DIRECTORY & DISPLAY OF BUSINESS CARDS & MATERIAL IN CHAMBER LOBBY

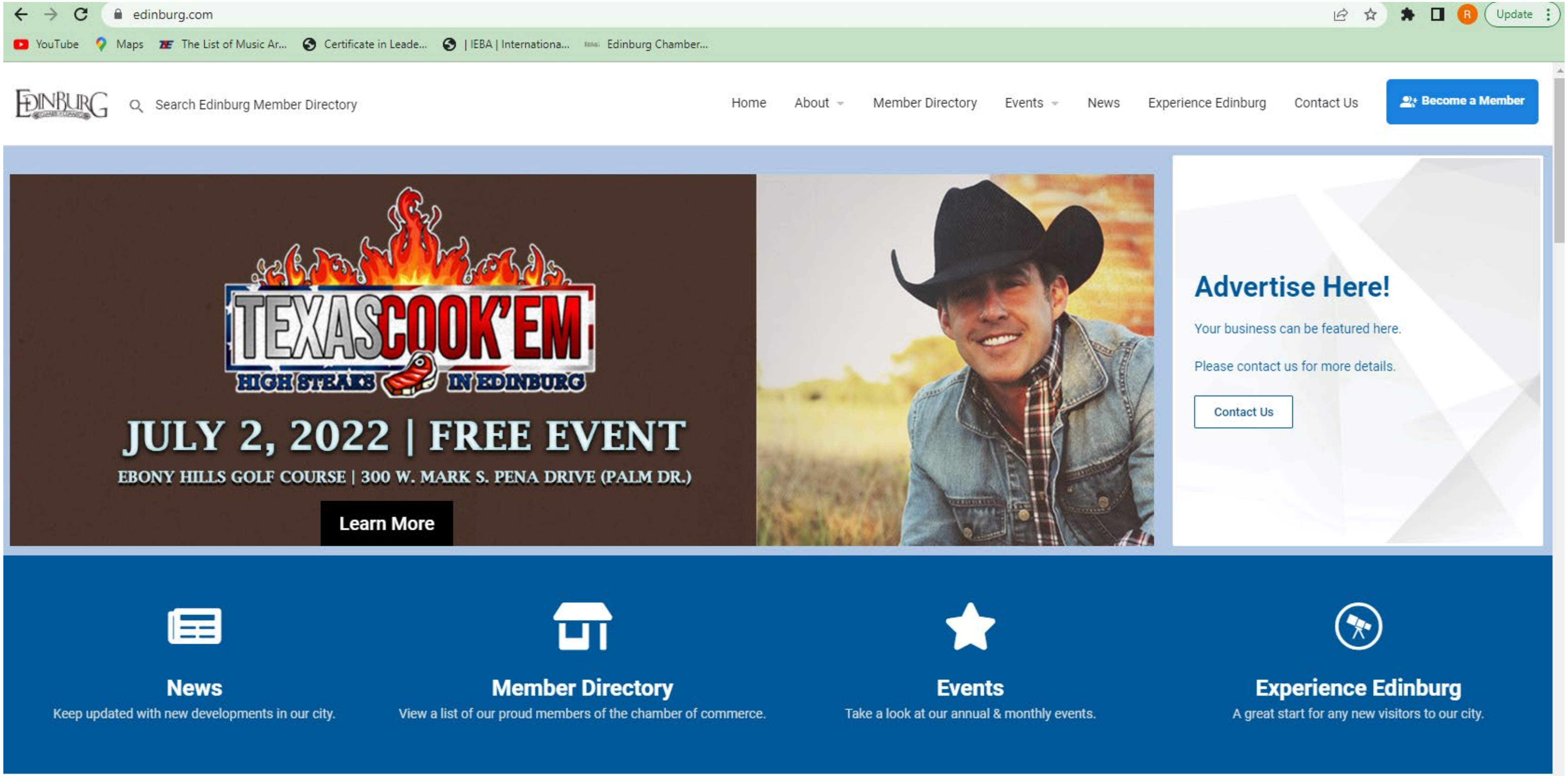
NETWORKING OPPORTUNITIES AT COMMUNITY WIDE EVENTS / RIBBON CUTTINGS / MIXERS & MORE

SPONSORSHIP OPPORTUNITIES - BIG & SMALL FOR ALL TYPES OF EVENTS

DISCOUNTED MEETING ROOM USAGE (RESTRICTIONS MAY APPLY)

PLUS MORE ON THE WAY

# CHAMBER WEBSITE – A GREAT



## TRAINING & EDUCATION

01 Leadership Edinburg

02 Business Education & Resources

03 Connections with UTRGV Office of Continuing Education

## BUSINESS ADVOCACY

01 We stay abreast of state and federal legislative and local issues that may affect you, and we let you know about issues that may concern you

02 Positive working relationships with the City of Edinburg, as well as local and state elected officials

## COLLABORATIONS & PARTNERSHIPS

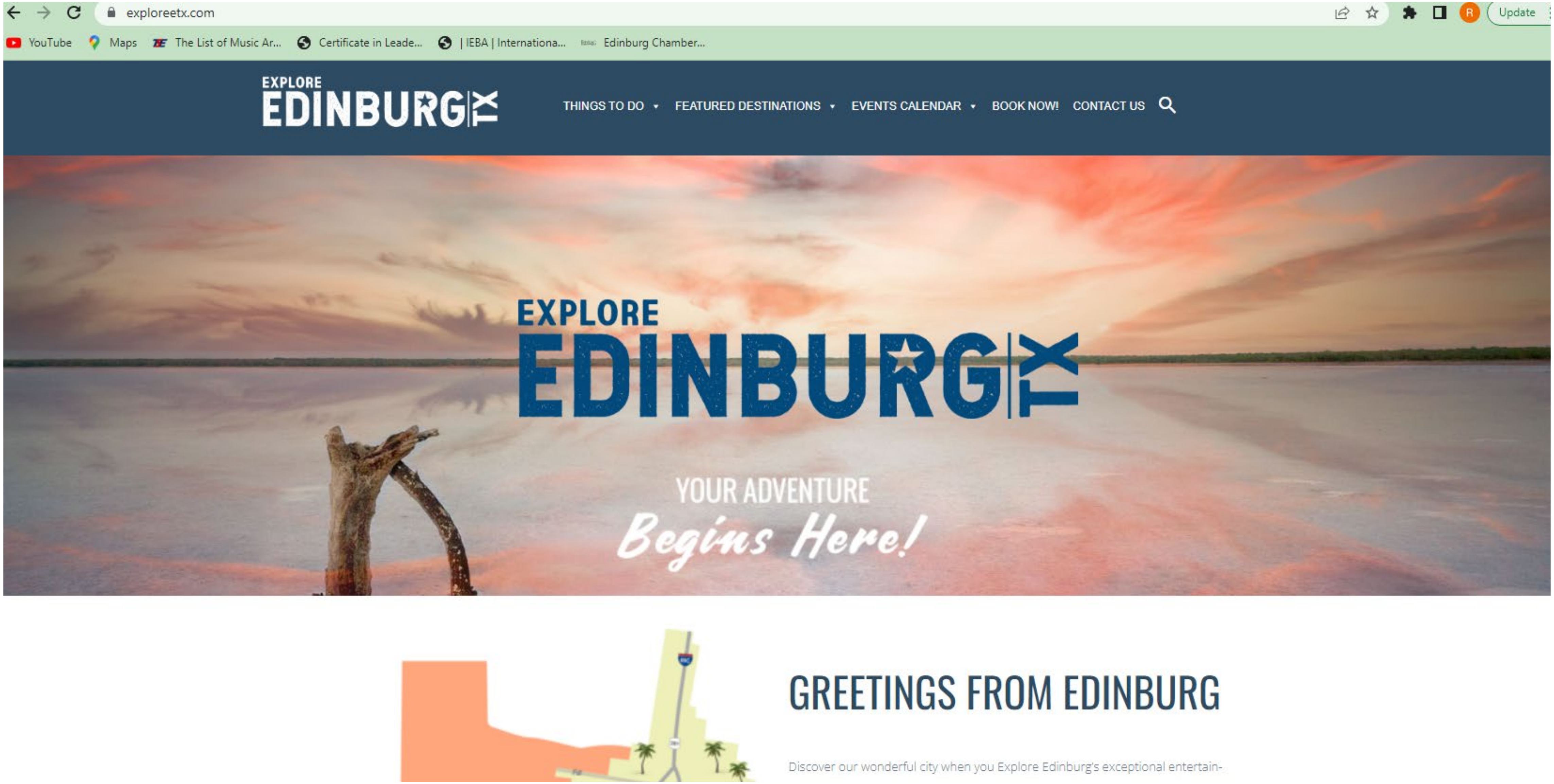
01 City of Edinburg

02 City/County School Districts, Private & Charter Schools

03 Edinburg Economic Development Board

04 Edinburg Convention & Visitors Bureau is a part of the Edinburg Chamber

# EXPLORE ETX WEBSITE



# ENGAGE!

01

One of the best ways to support the chamber AND your business is to ENGAGE with us. We offer so many different opportunities for you/your employees to partner with us that are beneficial to your business AND to our organization and this community.

02

When you support the work of the Chamber, you are showing support for a better community. The Chamber works every single day to market and find ways to improve this community through advertising, events, programming, services, benefits, and so much more. There is no other organization out there that does what we do!

# QUESTIONS?

THANK YOU FOR COMING TODAY!