

CRReATE JOBS

WITH THE HELP OF THE

SMALL BUSINESS JOBS ACT

Members of the South-West Texas Border Small Business Development Center Network invite you to explore new markets and opportunities for small business through resources provided by the Small Business Jobs Act.

The Small Business Jobs Act aims to put more capital in the hands of entrepreneurs and small businesses, to promote exporting and government contracting, and to expand training and advising to support small business success.

Want to Expand Your Business?
Here's How We Can Help

★ Accessing Capital

One of our experienced business advisors will be happy to guide you through the lending process, and will discuss project feasibility, lender loan criteria, and the reasons a lending officer requires a business plan and financial projections.

★ Exporting

Realize the potential of expanding your products and services globally. SBDC advisors will provide targeted export assistance and expertise to prepare your business for expansion.

★ Government Contracting

SBDC advisors will give you guidance to make you more competitive in securing federal and state government contracting opportunities. They will also help facilitate access to new federal markets for women-owned businesses through the 8(m) program.

★ Saving Energy

Through energy evaluations, an SBDC advisor will assess the energy efficiency of your business and teach you to become more energy efficient.

“New Markets and Opportunities” was developed with permission from material originally developed by John W. Parker, Jr., a Business Analyst from the Virginia SBDC Network. Learn more about our nationwide program by visiting www.asbdc-us.org.

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South-West Texas Border
Small Business
Development Center Network

The University of Texas at San Antonio

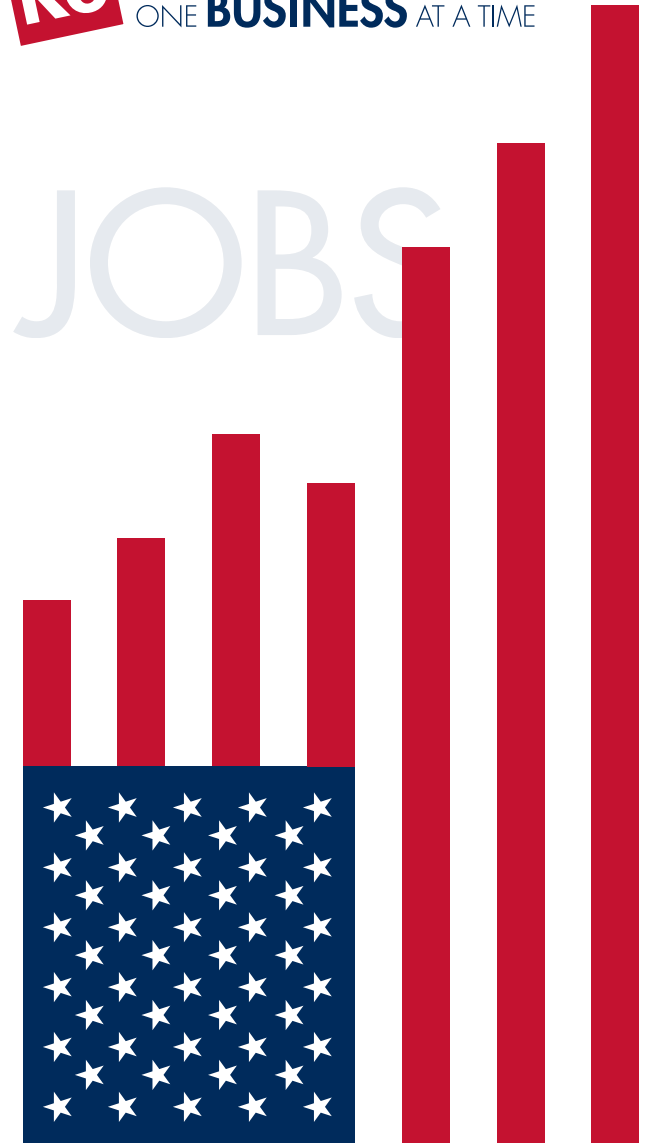


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NEW MARKETS & OPPORTUNITIES

Re BUILDING THE TEXAS ECONOMY
ONE BUSINESS AT A TIME

JOBS



Solve Any Immediate Cash Crisis

- Organize financial data in one place
- Make a list of the problem areas
- Set priorities for collections and payables
- Determine next day's tasks each night
- Set time frame and goals for cash management
- Contact an SBDC Business Advisor - (it's free)

Collect Accounts Receivable

- Bill customers as soon as possible
- Use account aging reports to manage and project cash flow
- Collect everything now (Call everyone – don't wait!
Begin collections on overdue accounts, pick up large checks in person, require cash payment at time of service, offer discounts only on prepayments)

Contact Creditors

- Decide what to pay first – e.g., loans, past-due taxes
- Forecast cash flow, then payment plan
- Talk to credit decision-makers early and often
- Offer partial payments, if possible
- Keep payment promises

Adjust Prices and Reduce Costs

- Be competitive in the pricing/value balance
- Charge extra for emergencies, deliveries, etc.
- Ask landlord for rent reduction or restructuring to allow a short abatement period.
- Rent out unused space
- Reduce personnel costs (eliminate overtime, use part-timers, student interns)
- Ask vendors and suppliers for trade discounts
- Sell unproductive assets

Manage Inventory

- Review inventory levels more often
- Liquidate everything on the shelves over 90 days
- Sell outdated items at cost
- Restock shelves with faster-selling or higher profit items
- Buy using "Just-In-Time" ordering processes

Require Accurate and Timely Reporting

- Create and use financial statements
- Get involved – bookkeepers and accountants can't do it all for you
- Forecast short-term cash flow

Checks and Balances are Critical

- Enforce cash-handling policies
- Reconcile cash register closeouts with bank deposits
- Develop new financial controls
- Prevent opportunities for embezzlement (Divide financial responsibilities and functions, require checks to have two signatures, examine timecards and payroll records for accuracy)
- Hold everyone accountable

Focus on Marketing

- Redefine your target market and consider new "niches"
- Look for complementary products/services to offer
- Invest marketing dollars wisely
- Keep in touch with current and past customers (Thank them for their business, suggest another specific product or service, ask for referrals)

Pay Attention to Your Retail Image

- Appearance counts - Clean it, paint it!
- Keep window displays fresh
- Add lighting to highlight product displays
- Clean or install new carpet
- Use attractive and descriptive signage
- Train employees to deliver top-notch customer service

Be A Proactive Business Owner

- Invest time in preventing and/or solving problems
- Talk with other business owners – You are not alone!
- Communicate with customers, employees and suppliers (Contact an SBDC Business Advisor for one-on-one, confidential guidance and help crunching numbers - it's free)

The South-West Texas Border SBDC Network is made up of 10 Small Business Development Centers that serve 79 counties along the U.S./Mexico border and the Gulf Coast.

ALPINE: Sul Ross State University/Big Bend SBDC
(432)837-8694 / www.sulross.edu/~sbdc

AUSTIN/SAN MARCOS: Texas State SBDC
(512)716-4800 / www.business.txstate.edu/sbdc

CORPUS CHRISTI: Del Mar College SBDC
(361)698-1021 / www.delmar.edu/sbdc

EAGLE PASS: Sul Ross State University/Rio Grande College SBDC
(830)758-5025 / rgc.sulross.edu/pages/106.asp

EDINBURG/HARLINGEN/BROWNSVILLE
UT-Pan American SBDC
(956)665-7535 / www.utpa.edu/sbdc

EL PASO: El Paso Community College SBDC
(915)831-7743 / www.elpasosbdc.biz

LAREDO: Texas A&M International University SBDC
(956)326-2827 / www.sbdctamiu.edu

SAN ANGELO: Angelo State University SBDC
(325)942-2098 / www.sbdc.angelo.edu

SAN ANTONIO: University of Texas at San Antonio SBDC
(210)458-2460 / www.sasbdc.txsbdc.org

VICTORIA: University of Houston-Victoria SBDC
(361)575-8944 / www.sbdc.uhv.edu

Specialty Resources

- Contracting Resource Center
(210)458-2458 / <http://crc.txsbdc.org>
- International Trade Center
(210)458-2470 / <http://texastrade.org>
- Sustainable Business Program
(210)458-2020 / <http://sustainabletx.org>