



ARKANSAS STATE
UNIVERSITY

College of Business



**Arkansas Small Business
Development Center**

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Client Success Story

Arkansas Small Business Development Center Arkansas State University

“Over five years ago, we introduced Jonesboro to toasted subs by opening a Quizno’s Subs franchise. This was a total career change for my husband and me, and without the ASU Small Business Development Center, this would not have been possible. Most recently, we purchased Demo’s Barbeque and Smokehouse, a successful restaurant in town. Once again,



Demo’s BBQ & Smokehouse
Channon and Spencer Moore

we turned to Herb Lawrence and his staff at the SBDC for assistance in the venture. On several occasions we have encouraged people who are just dreaming about their future to check into the ASU SBDC for assistance. They are a great resource for any business endeavor, and the staff is wonderful! The knowledge and guidance the SBDC provides has allowed dreams to become reality for us,” stated Channon Moore.

After working with the ASU SBDC in 2001 to start her first business, Moore knew just where to turn when another business opportunity came her way. In 2006, Moore was provided with an opportunity to purchase a well established, non-franchise restaurant in Jonesboro, Demo’s BBQ and Smokehouse, located at the busy intersection of Highland and Southwest Drive. The owner had operated the business for over 10 years and was ready to try a new venture. Laura Miller, ASU SBDC business consultant, worked closely with Moore and the seller to obtain financials, conduct feasibility reviews, analyze cash flow and provide assistance with basic issues of purchasing an existing business. The established BBQ restaurant had a loyal clientele, was strategically located in town, and boasted a strong cash flow. Miller guided Moore through the complex issues of acquisition and loan package development, and also provided analysis tools using ProfitCents financial analysis software. Ultimately, Moore was able to secure funding from Liberty Bank using the U.S Small Business Administration’s 7(a) Guaranty loan program. The loan closed in early October 2006, and Demo’s BBQ and Smokehouse began operating under new ownership.