

Client Success Story

Arkansas Small Business Development Center Henderson State University



Arkansas Small Business Development Center

Henderson State University
School of Business
P.O. Box 7624
Arkadelphia, AR 71999-0001
(870) 230-5224
www.hsu.edu/sbdc

The Henderson State University SBDC is funded in part through a cooperative agreement with the U.S. Small Business Administration through a partnership with the University of Arkansas at Little Rock and the Henderson State University School of Business. Henderson State University is committed to the policy of providing equal opportunity for all persons and does not discriminate in employment, admissions, programs, or any other educational functions and services on the basis of sex, age, disability, race, national origin, color or religion.



When John Favorite initially contacted the Henderson State University Small Business Development Center in 2005, he and his wife, Marti, had recently acquired their business. They sought assistance to increase profitability and to put systems into place to put them on track for business success.

John had an engineering background that made him the perfect fit to oversee the technical aspects of the business. With experience in web design and management, Marti handled the sales and design.

John attended several seminars and workshops offered by the Small Business Development Center. "I highly recommend the training offered by the SBDC. It really gives some fundamental tools to use in managing and growing your business. The training helped me identify areas of opportunity in my business and helped me develop strategies to address those opportunities."

The Favorites worked with Michael Singleton to identify areas of the business that might be changed to increase profitability. They worked together to identify unprofitable inventory and developed a plan to increase cash flow by reducing the amount of non-productive inventory on hand.

The Favorites also wanted to increase the effectiveness of their marketing strategy. To accomplish this, they worked with a group from Dr. Anita Williams' graduate marketing class at Henderson State University. "Working with the student group was very rewarding. I gave them some information about my business, they took it and developed a marketing plan with some really good suggestions that I've implemented."