



SOUTHERN ARKANSAS
UNIVERSITY
Magnolia
College of Business

Client Success Story

Arkansas Small Business Development Center Southern Arkansas University



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Southern Arkansas University
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Harrison's Christian Bookstore Randy and Olla Martisek

Harrison's Christian Bookstore has been operating in El Dorado since 1986. When the Harrisons announced their intention to sell the business so they could retire, Olla Martisek, who had worked at the store since it started, jumped at the chance to buy it. With her many years of experience in the operation of the store, Olla was confident that she and her husband could carry on the fine tradition of quality service and books. When the Martiseks approached Timberland Bank of El Dorado for financing, they were referred to the Southern Arkansas University Small Business Development Center for help with a loan proposal.

In early July, the Martiseks met with Center Director Paul Considine and explained their plan to purchase the assets and the name of the business. Considine started helping the Martiseks by working up a business valuation while they worked on their business plan. They also worked together on the projections and cash flow budget. Considine supplied them with information on industry standards as well as help understanding the cash requirements during the first few months of operation.

The couple presented the loan request in early September and received approval September 18. The Martiseks became the proud new owners of Harrison's Christian Bookstore on the first of October. Olla manages the day-to-day activity of the business, and Randy handles the accounting function. They both enjoy their new responsibilities.