



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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Southern Biker Supply Brandon Wreyford

Sometimes things just do not work out as intended, and sometimes they work out better. Early in 2006, Brandon Wreyford began to write a business plan that would assist him in starting a motor cycle parts and repair business in Camden, Arkansas. Brandon needed help with the plan, and the local Chamber told him to contact the Small Business Development Center at Southern Arkansas University. Paul Considine, Center Director, and Wreyford worked together to develop a plan and projections for the new business. The pair worked on the plan for several months and paid special attention to the financial projections and the size of the market since there was already one cycle shop in the local area. In May, Wreyford heard that the existing motor cycle business in Camden was closing; the owner was relocating to another state. He contacted the owner and worked out a mutually agreeable settlement to buy the business.

Together Wreyford and Considine revised the plan to include the existing business base, as well as the new ideas that were part of the initial plan. An application for a loan was submitted to Business Loan Express and approval was granted two weeks later. Southern Biker Supply opened for business in July 2006 and according to the plan, has since expanded inventory lines to include four-wheelers and clothing.