



COLLEGE
OF BUSINESS

Client Success Story

Arkansas Small Business Development Center University of Arkansas at Little Rock



Arkansas Small Business Development Center Lead Center

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The Stork Stop Martin and Patricia Carter

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Martin and Patricia Carter wanted to use their experience in retail and marketing to open their own business. They identified a need in the Little Rock area for a convenient location to purchase quality and unique baby gifts and products. The Carters goal is to offer customers a place to find "Special Gifts for Special Babies!"

The Carters worked extensively to research and plan for their new business. They utilized the services of the Arkansas Small Business Development Center as they gathered information and developed their business plan. The ASBDC also assisted the Carters as they worked through the small business financing process.

On June 1, 2006, Martin and Patricia Carter achieved their goal and opened The Stork Stop. The business is located in the shopping center at Markham and Chenal Parkway. The Stork Stop offers customers a variety of high quality infant and baby products and specialty gifts in one convenient retail location. The store specializes in distinctive gifts and offers personalization on many products.

The Arkansas Small Business Development Center congratulates Martin and Patricia Carter on the opening of their new business, The Stork Stop.