

HAWAI‘I SBDC SUCCESS STORY



Sunlight Express

Sam and his family have over 25 years of experience working and running restaurants with great food. They saw an opportunity to open a food establishment that serves gourmet food at an affordable price in the Prince Kuhio Plaza Shopping Mall in Hilo. However, in order to open they needed financing. After being mistreated and rejected from one bank, they decided to approach the Hawaii SBDC Network (SBDC) for guidance and assistance.

Here, the SBDC counselor assisted Sam in writing his business plan and thoroughly discussing start-up and operational issues. Establishing and analyzing financial projections were a heavy focus during meetings as restaurants have a reputation of being ‘high risk’ ventures from the perspective of lending institutions.

After months of working with the SBDC on the plan and financing strategy, Sam approached Hawaii National Bank and was awarded \$85,000 for the establishment of his restaurant, Sunlight Express. The business is thriving, and after finally opening its doors in October, it is becoming one of the most popular food establishments in the entire Prince Kuhio Plaza.

New growth opportunities are in the works as catering and delivery services are being planned for the near future.