

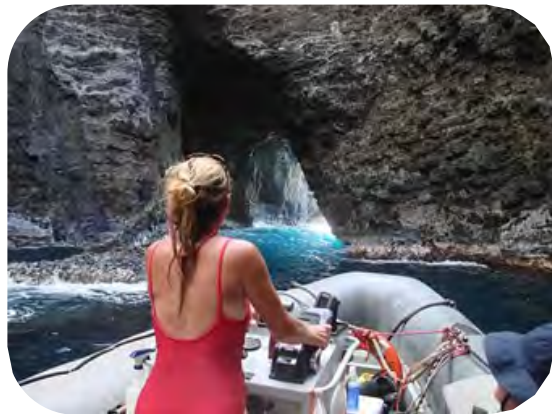
HAWAII SBDC SUCCESS STORY - KAUA'I CENTER

Tara Leota had found herself with two dilemmas. On one hand, she had managed to secure two harbor leases which allowed her to work the summer and winter boat tour seasons. However, having two leases was premised on having two boats – one operating out of one harbor and the other boat operating out of the second harbor.

However, she needed a second boat. Beyond the legal issues, her being able to effectively capitalize on the two harbor leases was also premised on revenues from two boats. A second boat also addressed the second dilemma – level of income being generated.



Working with the Hawaii SBDC (John Latkiewicz), Tara was able to develop a persuasive business plan and obtain a \$40,000 loan from First Hawaiian Bank to buy a second boat for **Kaua'i Sea Rider Adventures Inc.** Since bringing on the second boat, revenues have increased by a third. She expects sales and profits to continue to increase and expects to hire additional employees. A secondary benefit to the process is that Tara was able to wrap her mind around the financial implications of expansion. In the process of developing cash flow projections, it became apparent that a more modest boat was the way to go rather than the larger boat that she was working towards. Another, larger boat is still in the picture for further expansion.



According to Tara: "If it wasn't for the SBDC, I would have never have gotten the loan. As a marine biologist, I was terrified of the idea of writing a business plan. John and Darlene were just so pleasant and supportive. Thanks to them, I was able to conquer the process."