

Hawai'i SBDC Success Story – Maui Center



Maui Stargazing LLC

Things to do on Maui – Stargazing on Haleakala

Jan Roberson conducts astronomy tours at Mount Haleakala under a special permit from the National Parks Service. It is Maui's ultimate, science-based visitor activity and is fun for all ages. It all starts with a spectacular sunset at the 10,000-foot summit. As darkness settles, the spectacular night sky reveals visible planets and deep space objects, including galaxies, nebulae and star clusters. Jan orients her guests with a laser-guided tour of the constellations followed by dazzling close-up views through the largest portable telescope on Haleakala. Maui Stargazing even supplies all the necessary warm clothing to keep guests comfortable throughout the stargazing session.

Jan came to the Hawaii SBDC Maui Center in early 2017 because her business paperwork and tax reporting seemed overwhelmingly complicated and she desired better profitability. By analyzing her situation and reconfirming her goals, her corporation was dissolved and replaced with a more streamlined sole-member LLC. Then marketing was analyzed, especially looking at campaign tracking and calculating return on investment. Some significant traffic generators were found to be unprofitable due to extremely high subscription costs and replacing those marketing channels with online and social media marketing resulted in sustained and even improved lead volumes at a much lower cost. Rebranding with a fresh and updated logo also helped with better user acceptance. The result is easier accounting and administration, improved client traffic and most importantly improved profitability. Equally significant is that Jan is in control of her business with metrics that indicate the health of her business.



Most recently, National Parks pressure to reduce automobile traffic and parking congestion spurred Jan to think about acquiring a large van to transport guests in style and provide additional opportunity to educate them. Hawaii SBDC assisted in the selection and financing of a van, assist in vetting the marketing and identity wrap for the van and assistance with obtaining the PUC license.

Maui Stargazing can be found online at: www.mauistargazing.com and on FaceBook at: www.facebook.com/MauiStargazing and online review sites: TripAdvisor.com and Yelp.com.