



## HAWAII SBDC SUCCESS STORY - O'AHU CENTER

Hector's journey to being an entrepreneur started after his relocation to Fort Shafter, Hawaii. Noticing that Hawaii's Mexican restaurant industry lacked the authenticity of the Mexican food he grew up with in California, Hector decided he would try his hand at operating a Mexican eatery. He attended Hawaii SBDC's "How to Start a Business in Hawaii" workshop and then met with a business advisor Lori Hiramatsu to discuss how to start his own business. With the assistance of the Hawaii SBDC, Hector worked diligently on his business plan and projections; taking staffing schedules and menu item costs to the granular level. He obtained a desirable location on Wahiawa's busy California Avenue and worked with Hawaii SBDC on the start-up costs and financing options. Eventually, he obtained a business partner and was able to internally finance the new restaurant. On May 15, 2015 **Taqueria El Ranchero** opened for business.



Today, the business is thriving and sales are much higher than projected. With Hector's marketing sense and close management of expenses, profits are strong. With just over 6 months in operations, Hector has received numerous investor inquiries about expanding his business to other parts of O'ahu.

The highlight of all this is that, Hector knows his business well and is very knowledgeable about the cost of each item on his menu, profit margins, etc. He achieved this success while both serving his country full-time and working the business part-time. Hector has since retired from the Army and is working full-time at the restaurant. His first order of business is to improve operations and customer service. Later he plans to develop sound expansion plans with projections- much like he did when he first started and Hawaii SBDC will be there to support and assist him.