

Hawai'i Small Business Development Center O'ahu Center Newsletter

Age-Friendly Honolulu Business Initiative



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Given Hawaii's fast-growing 50+ population, it will be critical that we consider how our businesses can better cater to the aging market. By 2030, the U.S. Census Bureau estimates that 30% of Hawaii will be made up of older adults, ages 60 and over, and according to the AARP, adults ages 50 and over control 51% of all consumer spending nationwide.



In a recent Age-Friendly Honolulu survey of over 300 older adults, businesses in Hawai'i were rated as being only "moderately age-friendly." We describe an "age-friendly business" as one that understands and accommodates the needs of older adults, and in particular, support the physical and cognitive challenges that can

Dear Andra,

Welcome to the 2018 First Quarter newsletter of the Hawai'i Small Business Development Center, O'ahu office. In this edition, take a look at the important age-friendly Honolulu business initiative. Read the latest news on Hawai'i PTAC; how the Hawai'i SBDC is working with client Aloha Outlet; and check out the the exciting news on the Ohana Hale Marketplace. See the Calendar section for upcoming business events.



I hope you enjoy this issue, and welcome your comments or questions. [Like us on Facebook](#), recommend us on [Yelp!](#), see our [new YouTube channel](#), and connect with us on [LinkedIn](#).

Joseph Burns
 O'ahu Center Director

The PTAC Report



This is the Hawai'i PTAC calendar of events for the first quarter of 2018:

- January 18, 2018: Government Contracting 101 - Maui
- January 23, 2018: Government Contracting 101 - O'ahu
- February 15, 2018: Government Contracting 101 - Kaua'i
- March 15, 2018: Marketing to the Government - O'ahu
- March 28, 2018: The SBA 8(a) Program - O'ahu

The 2018 National Defense Authorization Act (NDAA) rules governing the acquisition of commercial items should give those making relatively small purchases more choices, and small businesses more hope for getting a piece of the federal spending pie. Check out this article:

[New NDAA purchasing rules should benefit government shoppers, small business](#)

[Register here for free assistance with government contracting](#)

Success Story: Aloha Outlet

Aloha Outlet is a local company selling aloha print clothing, hula supplies, and other distinct Hawaiian products, such as ukuleles, worldwide. Aloha Outlet sells its products through brick and mortar stores in Waikiki and Japan and its robust online website which showcases over 2,000 products. The business was started in 2004 and has been in operations for 13 years.



Aloha Outlet became a client of the SBDC in February 2017 with goals of increasing its online revenues, identifying new countries as potential markets, and growing local market sales in Hawai'i. The SBDC advised Aloha Outlet on numerous topics and issues to help the company achieve its goals. The SBDC analyzed Aloha Outlet's marketing and sales data to identify trends and areas of improvement. This culminated with the SBDC offering the company different strategies for marketing tactics and methods of communal outreach to help the business better access local and international markets. Additionally, the SBDC performed a thorough

be associated with aging. This doesn't mean we should all start selling walkers and canes—businesses that want to attract and retain older adult customers should address all aspects of the 5 P's of marketing (product, price, promotion, place, and people) at all stages of the consumer journey, from brand awareness to customer loyalty.

The survey also revealed some of the most common complaints from kupuna; it is sometimes difficult to reach items in stores and employees provide poor customer service, fail to smile, and do not give eye contact. From these survey results and additional focus groups, the Kind2Kupuna campaign was created to help businesses better engage with kupuna. This campaign, sponsored by the AARP with support from The Plaza Assisted Living, starts with 10 simple, yet powerful tips to help businesses and their employees to capture and retain senior customers. If businesses adopt these tips, the survey indicated that kupuna would be two times more likely to frequent that business.

Businesses can receive free information about the Kind2Kupuna's '10 Tips to Help Businesses Engage with Kupuna,' including posters and employee handouts, by visiting <http://tiny.cc/kind2kupuna>. It is our hope that our small business leaders can help to create a more age-friendly Honolulu!

Contact Us

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[Business Events Calendar](#)

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review of Aloha Outlet's website design and layout to enhance the end users' buying experience.

Since working with the SBDC, Aloha Outlet has undertaken several new projects to increase its revenues and presence. Aloha Outlet is hiring a 3rd party company to manage its Google shopping campaign. In addition, the company is implementing a campaign to get more online reviews and developing an email segmentation program to increase sales conversions. Finally, Aloha Outlet attended the Tokyo International Gift Show last fall to showcase its products at Japan's largest trade show.

HiSTEP 2018 Free ERP Training Classes Announced

The HiSTEP Export Readiness Program (ERP) is a training and business advising program to prepare Hawai'i companies to begin or expand their export market development.



HiSTEP-ERP is a foundational program open to all types of businesses considering exporting. It covers general background as well as country and issue specific topics. HiSTEP-ERP also includes one-on-one business and export advising in cooperation with DBEDT's partner organizations, such as the Hawai'i SBDC. At the conclusion of the program, companies will have a go-to-market strategy and export plan.

The classes cover subjects such as scaling up operations, international trademarks, and E-commerce, among others.

Please be sure to review the several training seminars offered in 2017, which provide the basic foundation for your exporting plan. The videos and presentations for each session can be viewed on the [2017 HiSTEP Training Seminars page](#).

[Register here for free export readiness training classes and more info on HiSTEP 2018](#)

Small Business Marketplace Will Open in the Former Sports Authority Building

The former Sports Authority building in Kaka'ako, Honolulu will house some 250 small businesses in individual 10 X 10 booths in the just announced [Ohana Hale Marketplace](#).



Entrepreneur Chris Ulu, the founder and owner of StorKeeper Self Storage, negotiated a favorable long-term lease of the 60,000 square foot building with the owner, the Howard Hughes Corporation. He is working to populate the space with locally owned small businesses who produce made in Hawai'i products.

The rental terms will be very favorable to small businesses which often cannot afford to lease a commercial retail space in a good location. The monthly rent payment of about \$1,900 will include all utilities, security, maintenance and advertising. There will also be a storage space for retail vendors in the back of the facility.

The O'ahu SBDC will have an office space to meet with existing and potential vendor clients on site, and to conduct training classes. Build out has started and the anticipated opening date is May of this year.

For more information contact:

[Ohana Hale Marketplace](#)

Calendar - Sign Up Now

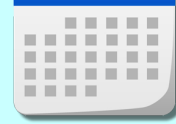
[02/28/18 SBA Training: Understanding your Financial Statements](#)

[03/08/18 HiSTEP 2018: E-Commerce Exports](#)



[03/12/18 Pathways to Profits: Marketing on a Budget](#)

Business Events Calendar



In the Media

[How to Buy or Sell a Business in Hawaii](#)

[How to Fund Your Business Startup: 5 Fast and Popular Options](#)

[Answer These Questions to Know What Your Business Needs to Grow](#)



Quote of the Quarter

"The only thing worse than bad news is bad news late."

-Military saying



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U.S. Small Business Administration



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