

VETERANS BUSINESS OUTREACH CENTER (VBOC)



**300 San Mateo NE
Suite 106
Albuquerque, NM
87108**

VBOC MISSION

**To assist veterans in
realizing their
entrepreneurial goals**

Remember...

HOPE

is not a strategy

*Advance planning is mandatory
if you are going to be successful*

TO AVOID MISTAKES VETERANS SHOULD...

- **Determine the Feasibility of your idea**
- **Create a realistic Business Plan**
- **Take advantage of HUBZones for Government Contracting**
- **Determine whether a Franchise might be right for you**
- **Be aware of Assistance Resources**

WHY ONE IDEA DID NOT WORK

A Great Idea: **TRAILERS for BICYCLES**

A business built on **“SEEMS LIKE”**

- **SEEMS LIKE** a great idea!
- **SEEMS LIKE** I should make a lot of money!

WHY ONE IDEA DID NOT WORK

Business Plan:

“Make ‘em and sell ‘em”

Feasibility:

“**Seems like** I can sell them for a good bit more than I spend to make them.”

Market Analysis:

“Show it around...Everybody’s gonna want one!”

Financial Plan:

Substantial out of pocket investment for equipment and materials

WHY ONE IDEA DID NOT WORK

Remember...

**POOR PLANNING
IS A PLAN TO
FAIL**

FEASIBILITY

Is your idea for a business viable in the marketplace?

- It is estimated that only one in fifty business ideas are actually commercially viable**

FEASIBILITY STUDY AND BUSINESS PLAN

- **Careful description of what you offer**
- **Market Environment**
- **Marketing and Sales Strategy**
- **Production and Operating**
- **Management and Personnel**
- **Competition**
- **Cash Flow Projections**
- **Critical Risk Factors**

FOR EXAMPLE: MARKETING

- **How are you going to convince potential customers to buy your product or service?**
- **What methods will you use to promote?**
- **What should your advertising budget include, and how much should it be?**
- **What are your sales goals and objectives?**

Historically Underutilized Business Zones

HUBZONES

Federal contracting assistance to qualified small firms located in these area to...

- Increase employment opportunities**
- Stimulate capital investment in those areas**
- Empower communities through economic leveraging.**

Historically Underutilized Business Zones HUBZONES

Eligibility:

- 51% ownership by U. S. Citizen, Community Development corporation, or an Indian Tribe**
- The principal office and 35% of employees reside within the Zone, which includes “Indian Country”**

Historically Underutilized Business Zones **HUBZONES**

Benefits:

- **10% price evaluation credit**
- **3% Federal Government goal**

Historically Underutilized Business Zones **HUBZONES**

For a 15 minute HUBZone
video, go to...

<http://www.sba.gov/hubzoneprimer/>

GOVERNMENT CONTRACTING

Procurement Technical Assistance Program



Adolfo Vasquez
505-841-4783

FRANCHISING

Franchising Network



Harriet Moser

(602) 307-5962

THE BOTTOM LINE

- **Plan Carefully**
- **Take advantage of the many resources available**
- **Let the **Veteran's Business Outreach Center** assist your veteran entrepreneurs to attain their business goals**

**Thank
You**