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### TESTIMONIAL

"The FSBDC is an amazing resource that we are very lucky to have in Central Florida. It is comprised of a group of successful people who have decided to give back to the community. It is worthwhile to check out this resource to get advice on all aspects of business."

~ Ellen Yarckin, CEO of  
Morris and Associates, Inc.

### LOCATION:

#### Florida SBDC at UCF - Sumter County

7375 Powell Road  
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Wildwood, FL 34785  
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### READY TO GROW & SUCCEED?

Visit us online or contact your local office and get started on your path to success today.

[SBDCOrlando.com/SumterCounty](http://SBDCOrlando.com/SumterCounty)

# Helping Businesses Grow & Succeed

For more than 35 years, the Florida SBDC Network has accelerated Florida's economy by providing vital support to the state's small business community. As the state's premier provider of entrepreneurial and business development services, the Florida SBDC Network provides entrepreneurs with professional business consulting at no cost, management training, and information necessary to grow and succeed in a complex and competitive global environment. Consultant expertise is focused on areas vital to accelerating business growth, including:

- ★ Strategic market research
- ★ Market expansion and revenue growth
- ★ Business and strategic plan development
- ★ Access to capital and loan packaging assistance
- ★ Financial analysis and assessment
- ★ Accounting systems and financial literacy
- ★ Feasibility analysis and start-up assistance

### Specialized Services

In addition to our core service offerings of consulting, training, and information, specialized services are available to qualifying Florida businesses looking to accelerate market growth:

- ★ **Growth Acceleration** provides in-depth business assessments and strategic planning for SMEs to develop sustainable growth strategies;
- ★ **International Trade** provides strategic research and market planning to help export-ready new-to-market, new-to-export businesses expand globally;
- ★ **Export Marketing Plan** assists qualified Florida-based, "new-to-export" manufacturers and professional service providers with overseas growth strategies through the development of customized export marketing plans;
- ★ **Government Contracting** assists established businesses expand by reaching new markets through federal, state, and local government contracting;
- ★ **Business Continuation** aids existing businesses in the development of business continuity, emergency preparedness and disaster recovery planning.

### Economic Impact

In 2015, the Florida SBDC at UCF helped its client businesses:

- ★ Create, Retain & Save 7,333 Jobs
- ★ Generate \$990.3 Million in Sales
- ★ Acquire \$101.7 Million in Government Contracts
- ★ Access \$74.4 Million in Investment Capital
- ★ Start 111 New Businesses

# Client Highlight



## MEET MIKE MORAS

"Our FSBDC consultant helped us through dozens of key decisions and supported us with dedicated analysis. I encourage other business owners to use the services of your local FSBDC. This is a milestone, the realization of a dream, and an opportunity to pursue my passion. I would not be in this position today if it were not for the assistance of the FSBDC."

## Designer Kitchen and Bath of Northwest Florida, Freeport

When Mike Moras, founder of Designer Kitchen and Bath of Northwest Florida, Inc. (DKB), found himself with an interesting opportunity, he sought assistance from the Florida SBDC at the University of West Florida. Moras had manufactured and sold cabinets under the DKB brand for more than 20 years, growing the company to more than \$1 million in sales. When Moras developed a new line of durable waterproof outdoor cabinets, however, he realized the explosive potential.

Moras met with Tom Hermanson, a certified business consultant for Growth Acceleration Services, who helped him with analysis of the company, industry and market. Moras explored developmental strategies as orders continued to grow. It became clear as he turned away more business that the problem was bigger than simply lack of capacity. Hermanson offered suggestions on new company structures and management changes that would allow Moras to focus on his commitment to build the new line of cabinets.

On October 21, 2013, NatureKast®, LLC was created to separate the design and manufacturing of NatureKast products from DKB. DKB will continue on as a retail distributor of DKB indoor and outdoor cabinets and retain a favored strategic relationship with the new NatureKast company.

Moras' passion has always been the design and manufacture of quality cabinets. The explosive growth of NatureKast creates the opportunity for Moras to move up in the supply chain to create a national-scale manufacturing company. To position the new company for growth, Moras has partnered with an established high volume domestic cabinet manufacturer and formed a strategic partnership with another foreign company and industry leader. Moras has also prepared for this expansion by establishing a nationwide network of NatureKast distributors. In February, the newly established company had its first public appearance at the annual Kitchen & Bath Industry Show in Las Vegas.

This strategic move represents more than a beginning for NatureKast. NatureKast began years ago with commitment to bring new technology, materials and design ideas to the industry. The sale of DKB will represent a new beginning for DKB, and an opportunity for a new owner to prosper in the expanding market of Northwest Florida.

## Providing the tools, strategies, and expertise to help Florida's business community thrive.

*State Designated as Florida's Principal Provider of Business Assistance [288.001, Fla. Stat.]*

The FSBDC at UWF is a member of the Florida SBDC Network, a statewide service network funded in part through cooperative agreements with the U.S. SBA, Defense Logistics Agency, State of Florida, and other private and public partners; hosted by the University of West Florida; and nationally accredited by the Association of SBDCs.

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