



SBDC

Alaska Small Business
Development Center

UNIVERSITY of ALASKA ANCHORAGE

U.S. Small Business Administration



Your Small Business Resource

KENAI PENINSULA CENTER

CLIFF COCHRAN, DIRECTOR

KENAI PENINSULA CENTER

- Center Director
 - Cliff Cochran, MBA

- Homer Business Advisor
 - Robert Green

- Seward Business Advisor
 - Adding in 2021



ALASKA SBDC

- What We Provide
 - No-cost, confidential business advising
 - Low-cost business workshops and webinars
 - Online resources and business tools

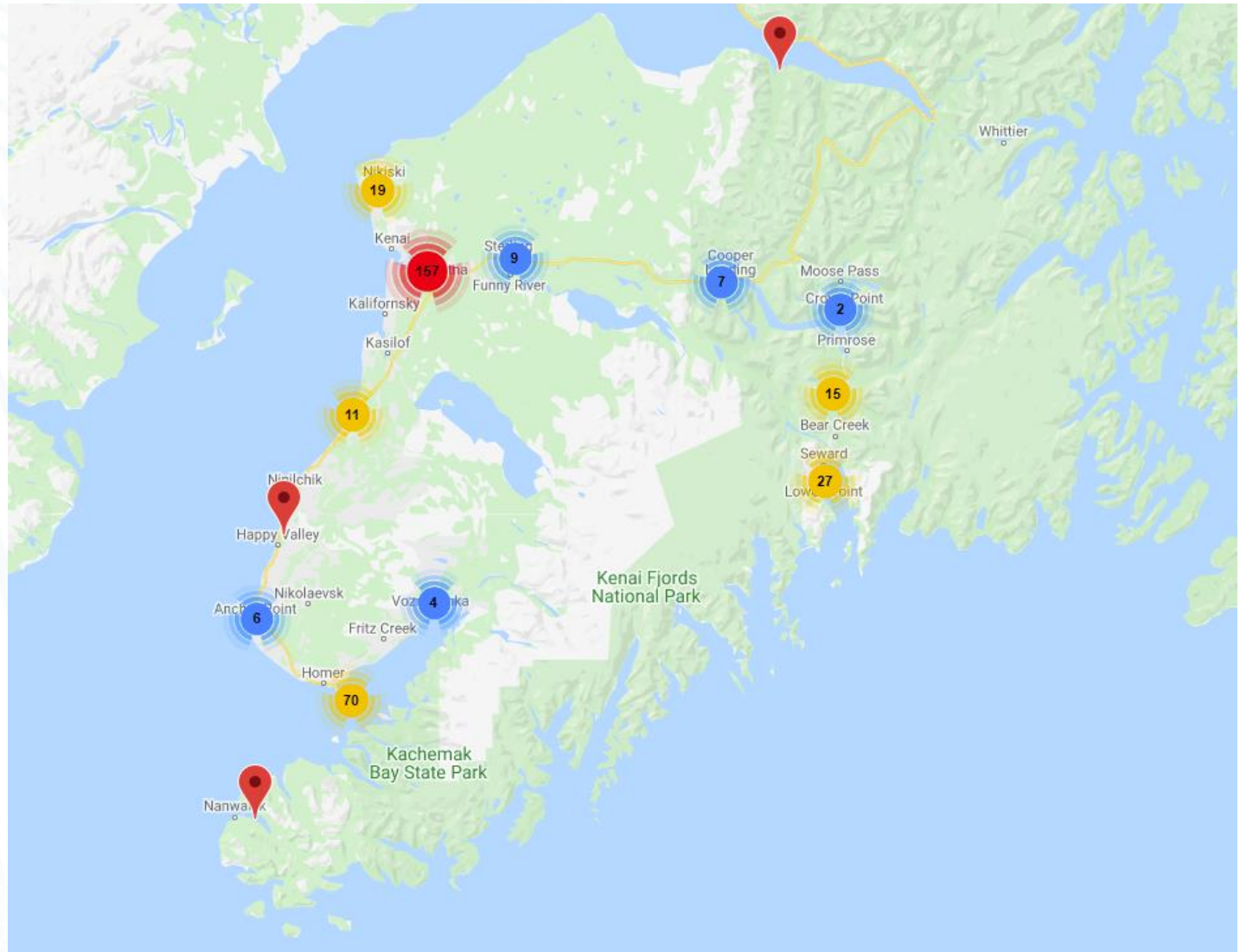


BUSINESS ADVISING

■ Top Topics in FY21	Hours	%
• Disaster Assistance	452.1	34.3
• Startup Assistance	267.6	20.3
• Managing a Business	210.5	16.0
• Financing/Capital	127.4	9.7
• Buy/Sell Business	61.7	4.7



BUSINESS ADVISING



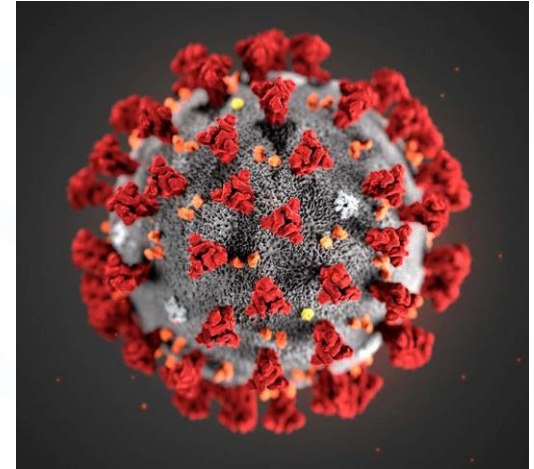
COVID-19 IMPACT

- Kenai Peninsula SBDC
 - Businesses Advised: 1,212
 - Jobs Supported: 2,489
 - Advising Hours: 673.8



COVID-19 IMPACT

- Businesses by Location
 - Soldotna: 366
 - Homer: 255
 - Kenai: 229
 - Seward: 102
- Top Industries
 - Accommodation & Food Service: 138 (201 hrs)
 - Healthcare & Social Assistance: 61 (63 hrs)
 - Arts & Entertainment: 57 (62 hrs)



WORKSHOPS

- All workshops free in FY21
 - LLCs in Alaska (\$50 value)
 - Business Insurance (\$50 value)
 - Creating Financial Projections (\$50 value)



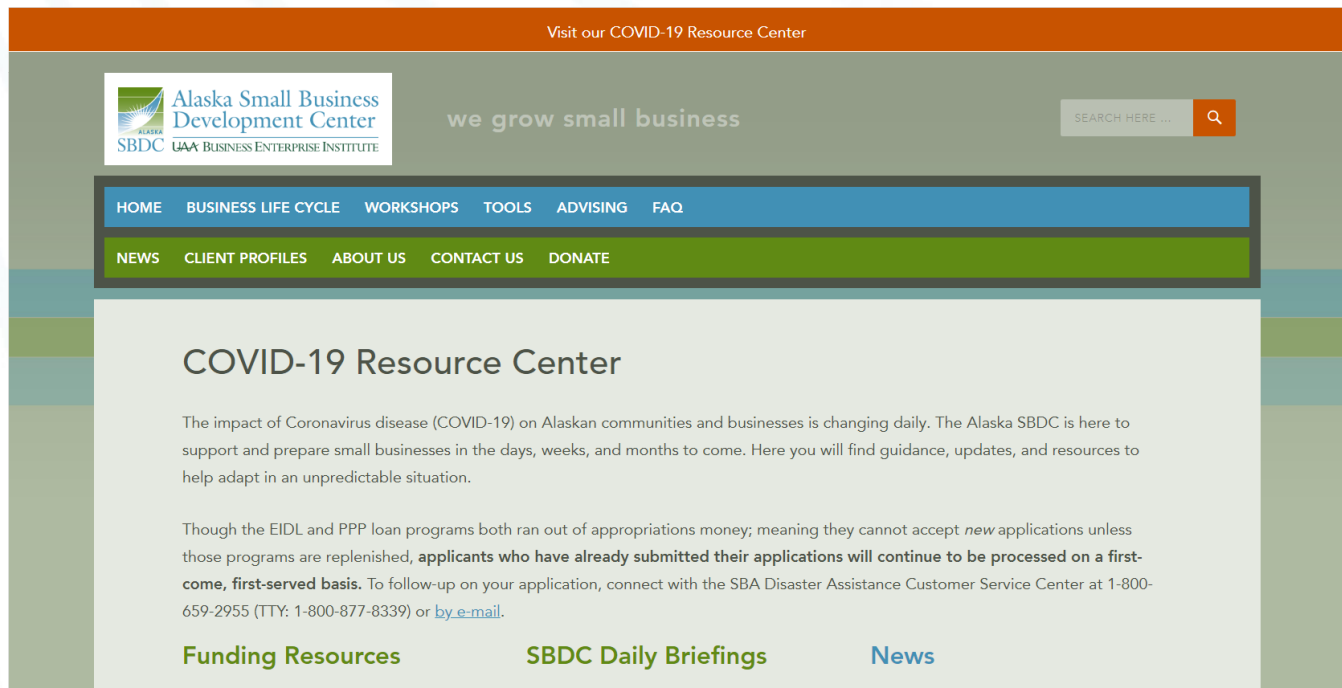
ON-DEMAND

**How to Get a
Business License
in Alaska**

PRESENTED BY

RESOURCES


- Website: aksbdc.org
 - Excel financial projection model
 - Business planning checklists
 - COVID-19 Resource Center



Visit our COVID-19 Resource Center

Alaska Small Business Development Center
SBDC UAA BUSINESS ENTERPRISE INSTITUTE

we grow small business

SEARCH HERE ... 

HOME BUSINESS LIFE CYCLE WORKSHOPS TOOLS ADVISING FAQ

NEWS CLIENT PROFILES ABOUT US CONTACT US DONATE

COVID-19 Resource Center

The impact of Coronavirus disease (COVID-19) on Alaskan communities and businesses is changing daily. The Alaska SBDC is here to support and prepare small businesses in the days, weeks, and months to come. Here you will find guidance, updates, and resources to help adapt in an unpredictable situation.

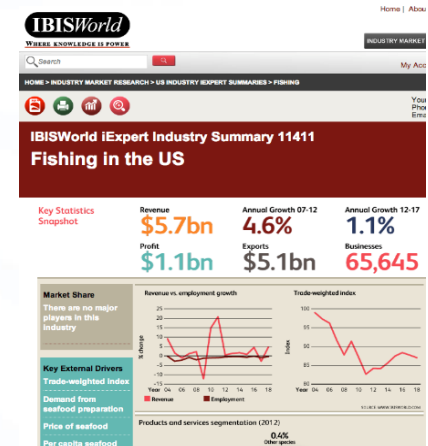
Though the EIDL and PPP loan programs both ran out of appropriations money; meaning they cannot accept *new* applications unless those programs are replenished, **applicants who have already submitted their applications will continue to be processed on a first-come, first-served basis.** To follow-up on your application, connect with the SBA Disaster Assistance Customer Service Center at 1-800-659-2955 (TTY: 1-800-877-8339) or [by e-mail](#).

[Funding Resources](#) [SBDC Daily Briefings](#) [News](#)

RESOURCES

- IBISWorld Subscription
 - 700+ industry reports
 - Updated 6-12 months
 - \$925 value each

- ProfitCents Subscription
 - 1,400+ industry benchmarks
 - Ratio analysis and business valuation capabilities
 - \$2,400 value each



INDUSTRY FINANCIAL DATA AND RATIOS

Green: Company metrics highlighted in green are within the top 20% of the industry.
Red: Company metrics highlighted in red are within the bottom 20% of the industry.

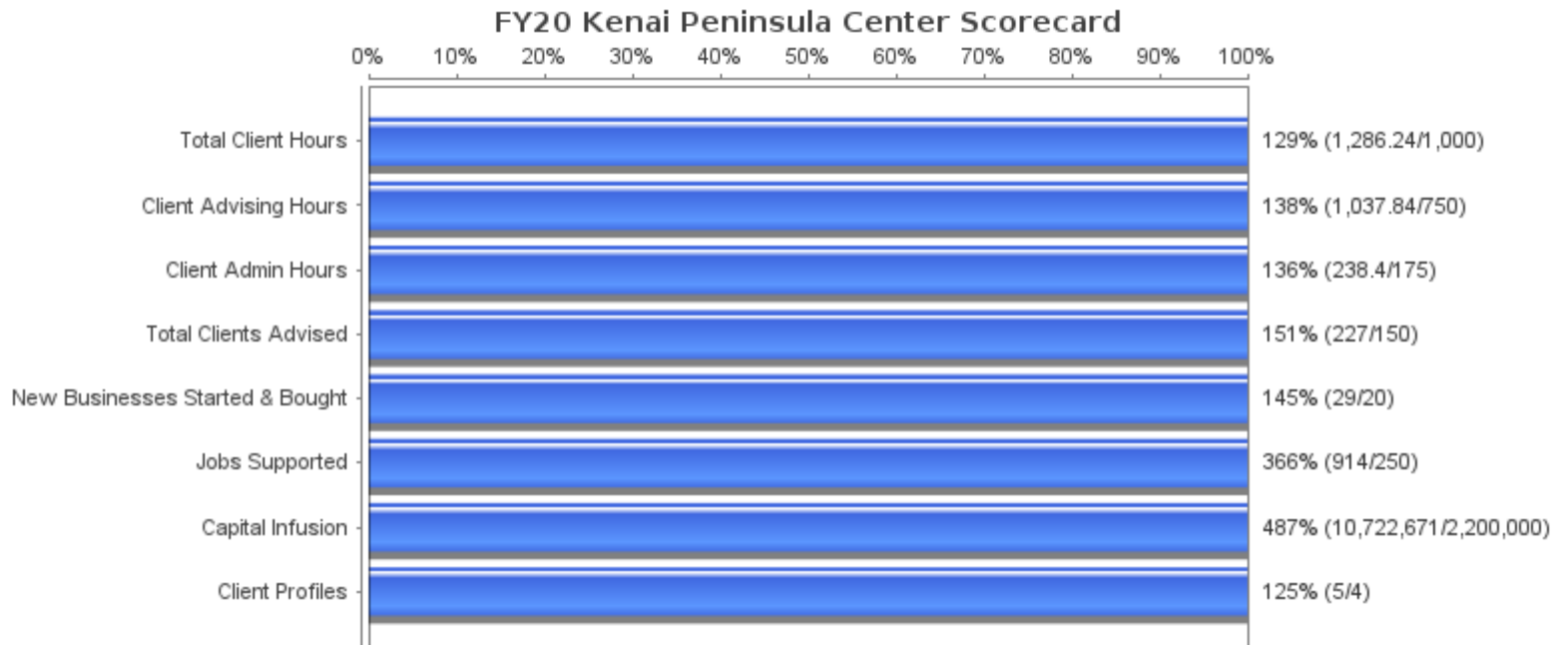
Industry Data
(Number of Financial Statements)

View Formula Key

Industry-Specific Key Performance Indicators (KPIs)	Company Data	Recent 12 Months	Distance from Industry	2016	2000-Present
Direct Labor Ratio	0.00%	—	—	—	—
Maintenance and Repairs to Sales	5.26%	—	—	—	4.90% (1)
Utilities to Sales	10.43%	—	—	—	8.80% (10)
Revenue per Employee	\$31,082	—	—	—	\$71,005 (8)

Financial Metric	Company Data	Recent 12 Months (8)	Distance from Industry	2016 (14)	2000-Present (467)
Current Ratio	—	6.69	—	7.36	3.37
Quick Ratio	—	5.93	—	6.52	2.67
Gross Profit Margin	94.34%	97.65%	-3%	96.70%	95.89%
Net Profit Margin	11.08%	5.67%	95%	10.24%	4.77%
Inventory Days	0.00	—	—	—	1762
Accounts Receivable Days	0.00	13.27	-100%	23.23	9.54
Accounts Payable Days	0.00	8.63	-100%	3.69	29.87
Interest Coverage Ratio	2.57	1.58	62%	1.77	4.52
Debt-to-Equity Ratio	0.81	9.28	-91%	9.09	3.80
Return on Equity	5.46%	5.81%	-6%	12.50%	8.85%
Return on Assets	3.02%	1.64%	84%	3.79%	3.87%
Gross Fixed Asset Turnover	0.26	0.40	-35%	0.46	0.63
Profit per Employee	\$3,443	—	—	—	\$2,856
Sales Growth	16.32%	-3.27%	99%	-3.27%	3.96%
Profit Growth	27.05%	75.23%	-64%	75.23%	11.06%

RESULTS

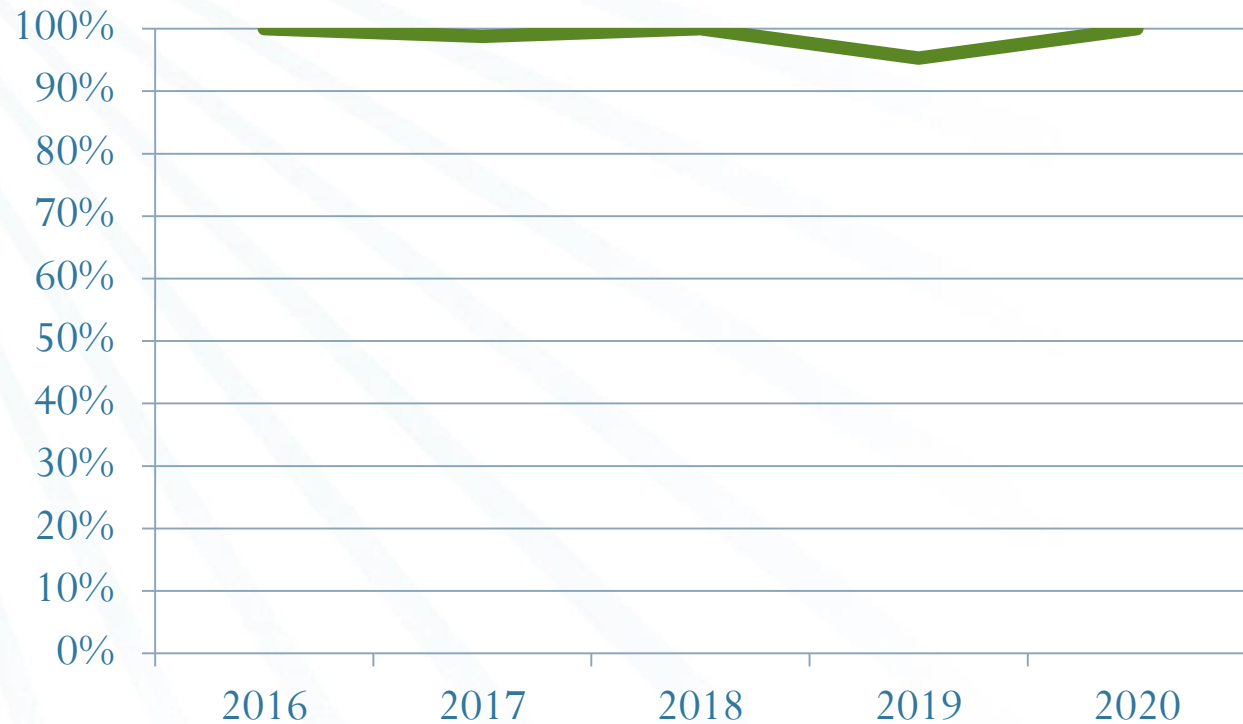


2020 SBDC Excellence and Innovation Award
SBA Pacific Northwest Region

RESULTS

Five-year trend for level of new client satisfaction

Positive Surveys



CLIENT PROFILES



“The SBDC and Cliff in Soldotna have been invaluable in helping me launch my newest venture. From sound business advice, to marketing tips and sales coaching, Cliff has helped me do what I need to succeed.”

**- Michelle Miller
Micro-Defense of Alaska**

CLIENT PROFILES

“We’re so grateful for the guidance SBDC has offered our small business. We’ve had Cliff review our financial regularly to help us see where we’re meeting industry standards, where we can cut back and improve our systems for long-term success. We’re so grateful for the SBDC team and the resources they offer to our state’s small business community.”

**- Emma Teal Laukitis
Salmon Sisters, Homer**



CLIENT PROFILES



“The SBDC helped me out as a new business owner from the very beginning – they were first there to help me to sort out whether or not to even buy my business at all! Having their expertise to lean on was very helpful and reassuring. ”

**- Micheley Kowalski,
Resurrect Art Coffee
House,
Seward**

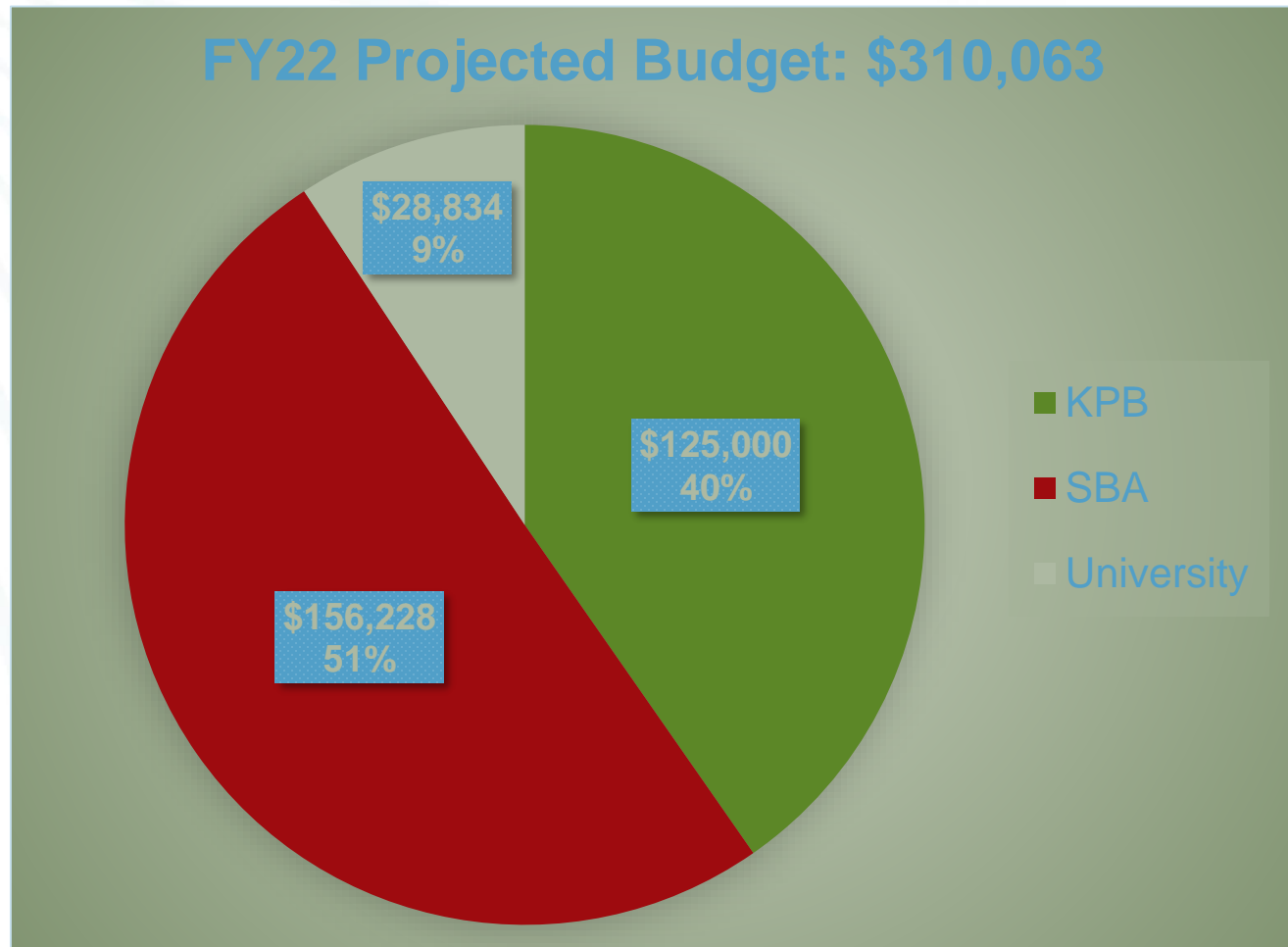
CLIENT PROFILES

“The assistance I received from the Alaska SBDC was crucial to the start of my medical practice. I am beyond thankful to the Alaska SBDC, but especially Cliff, because his value in this process was immeasurable.”

**- Tanecia Webster, MSN, ANP
River Health & Wellness, Soldotna**



FUNDING





THANK YOU

Cliff Cochran

Kenai Peninsula Center Director

cliff.cochran@aksbdc.org

(907) 260-5643