



Alaska Small Business
Development Center

UNIVERSITY of ALASKA ANCHORAGE



ABOUT THE SBDC

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KENAI PENINSULA CENTER DIRECTOR

ALASKA SBDC

- Kenai Peninsula Director
 - Cliff Cochran

- Homer Business Advisor
 - Robert Green

- Seward Business Advisor
 - KellyAnn Cavaretta



ALASKA SBDC

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



We grow small business

BUSINESS ADVISING

Top Topics		Hours	%
1	Startup Assistance	757.4	43.3
2	Financing/Capital	351.7	20.1
3	Buy/Sell Business	190.7	10.9
4	General Management	144.0	8.2
5	Business Planning	70.2	4.0



BUSINESS ADVISING



Active Client Map

WORKSHOPS

- Over 80 Topics Include
 - Starting a Business
 - How to Write a Business Plan
 - LLCs in Alaska



ON-DEMAND

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

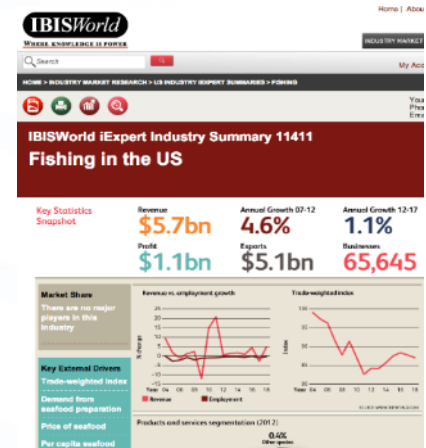
PRESENTED BY

Ratio	Formula	Year One	Year Two	Year Three	Industry (NAICS): 722515	Significance
Liquidity						
Current Ratio	$= \frac{\text{Current Assets}}{\text{Current Liabilities}}$	0.79	2.04	2.82	2.75	Measures solvency: A ratio of 1.50 means that for every \$1 of current liabilities, the company has \$1.50 in current assets with which to pay.
Quick Ratio (Acid Test)	$= \frac{(\text{Cash} + \text{Accounts Receivable})}{\text{Current Liabilities}}$	0.38	1.41	1.96	1.81	Measures liquidity: A ratio of 1.50 means that for every \$1 of current liabilities, the company has \$1.50 in cash and AR with which to pay.
Safety						
Debt-to-Equity Ratio	$= \frac{\text{Total Liabilities}}{\text{Total Equity}}$	2.17	0.51	0.34	2.81	Measures financial risk: A ratio of 0.75 means that for every \$1 of equity, the company owes \$0.75 to its creditors.
Interest Coverage Ratio	$= \frac{\text{Earnings Before Interest \& Taxes}}{\text{Interest Expense}}$	4.49	19.26	35.18	4.95	Measures safety: A ratio of 15 means that for every \$1 of interest owed, the company has \$15 in earnings in which to pay.

RESOURCES

- **IBISWorld Subscription**
 - 1,300+ industry reports
 - Updated 6-12 months
 - \$995 value each

- **ProfitCents Subscription**
 - 1,400+ industry benchmarks
 - Ratio analysis and business valuation capabilities
 - \$2,750 value each



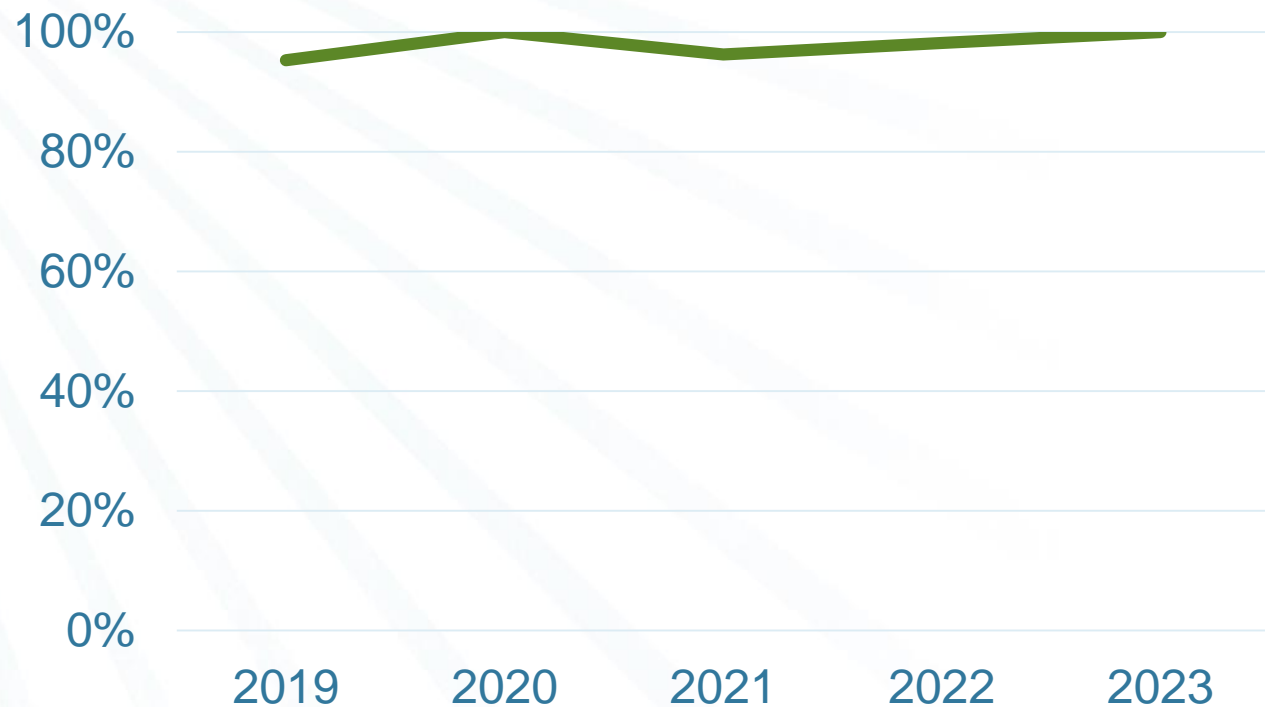
INDUSTRY FINANCIAL DATA AND RATIOS
Green: Company metrics highlighted in green are within the top 20% of the industry.
Red: Company metrics highlighted in red are within the bottom 20% of the industry.

Industry Data (Number of Financial Statements)					
Company Data	Recent 12 Months	Distance from Industry	2016	2015	2014
Industry-Specific Key Performance Indicators (KPIs)					
Direct Labor Ratio	0.00%	—	—	—	—
Maintenance and Repairs to Sales	5.26%	—	—	—	4.10% (1)
Utilities to Sales	10.43%	—	—	—	8.80% (10)
Revenue per Employee	\$21,082	—	—	—	\$21,008 (16)
Financial Metrics					
Current Ratio	—	6.69	—	7.36	3.37
Quick Ratio	—	5.93	—	6.52	2.67
Gross Profit Margin	94.74%	97.95%	3%	96.75%	95.69%
Net Profit Margin	19.08%	5.67%	95%	33.24%	6.77%
Inventory Days	0.00	—	—	—	1,162
Accounts Receivable Days	0.00	13.77	-100%	23.23	9.54
Accounts Payable Days	0.00	8.63	-100%	3.69	75.87
Interest Coverage Ratio	2.87	1.58	61%	1.72	4.03
Debt-to-Equity Ratio	0.81	9.78	-91%	5.09	3.80
Return on Equity	5.46%	5.88%	-6%	12.50%	8.85%
Return on Assets	3.02%	1.64%	84%	3.75%	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	27.06%	75.23%	-64%	75.23%	11.06%

RESULTS

Five-year trend for client satisfaction

Positive Surveys



RESULTS

Last Five Years

Clients Advised	2,506
Advising Hours	8,464.9
Jobs Supported	3,958
New Businesses Confirmed	184
Capital Secured	\$44.04 million



SUCCESS STORIES



**URGENT CARE
OF SOLDOTNA**



**Salmon
Sisters**



HOW TO START

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Getting Started

on this page

What the SBDC does

Who we serve

What the Alaska SBDC cannot do

We are Business Advisors

Would you like assistance from an advisor?

Don't want to speak with an advisor?

Other recommendations

Subscribe

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To set up an initial appointment, you must first register on our client portal.

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THANK YOU

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