



Alaska Small Business  
Development Center  

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UNIVERSITY of ALASKA ANCHORAGE



# KENAI PENINSULA CENTER

## CLIFF COCHRAN, DIRECTOR

## KENAI PENINSULA CENTER

- Center Director
  - Cliff Cochran, MBA
  - 2020 Region X Award Winner
- Seward Business Advisor
  - Recruiting replacement for Justin
- Homer Business Advisor
  - Recruiting replacement for Bryan



# ALASKA SBDC

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

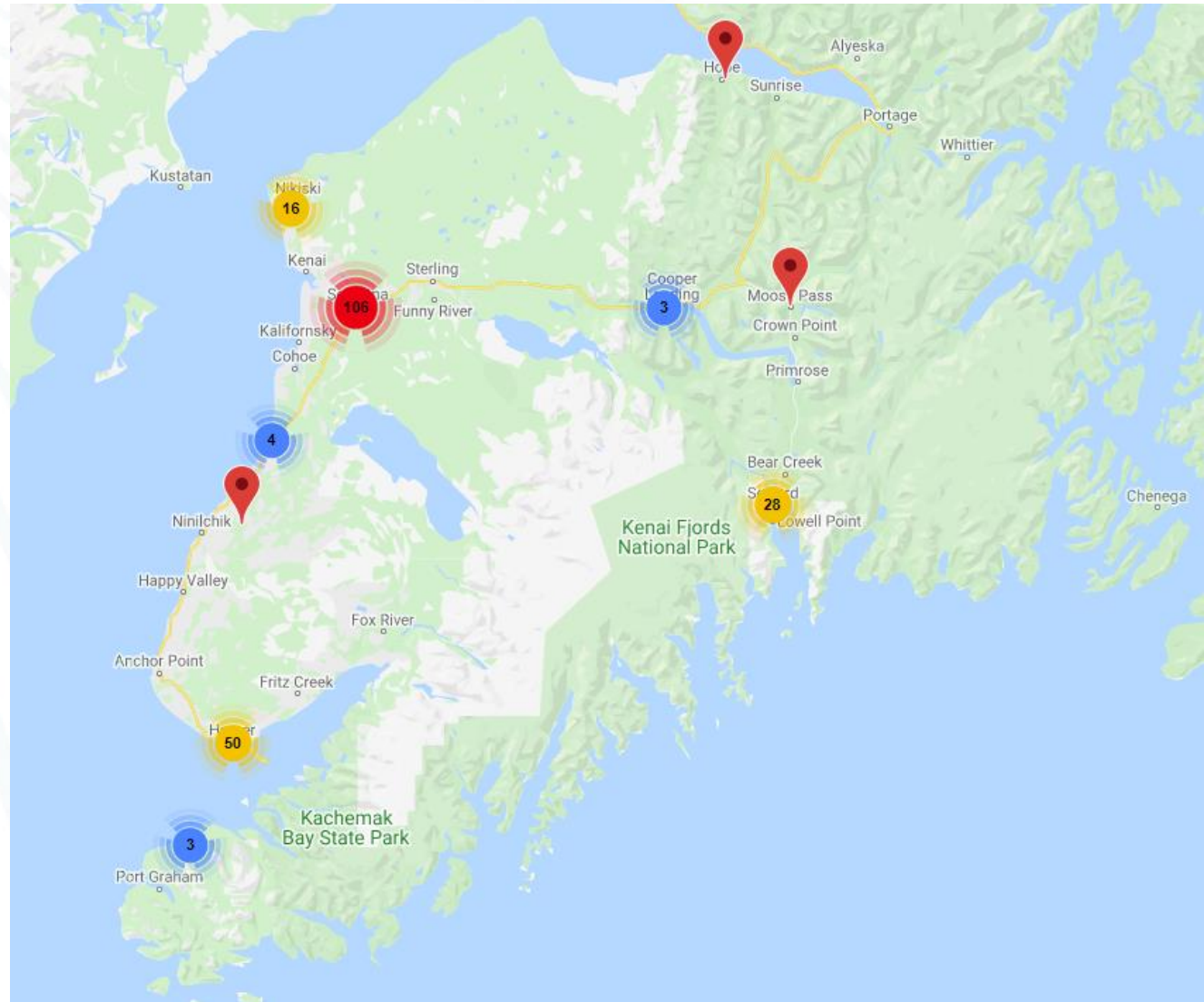


## BUSINESS ADVISING

■ Top Topics in FY20 YTD	Hours	%
• Startup Assistance	319.0	26.3
• Managing a Business	252.0	20.8
• Disaster Assistance	171.1	14.1
• Financing/Capital	134.6	11.1
• Buy/Sell Business	80.0	6.6
• Business Planning	39.6	3.3
• Marketing/Sales	34.8	2.9
• Website/Social Media	32.7	2.7
• Legal Issues	25.7	2.1



# BUSINESS ADVISING



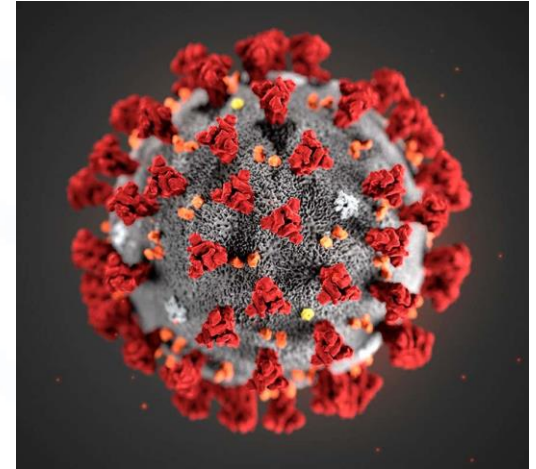
# COVID-19 IMPACT

- Kenai Peninsula SBDC
  - Businesses Owners Informed: 559
  - Businesses Advised: 121
  - Jobs Supported: 584
  - Advising Hours: 156.3



# COVID-19 IMPACT

- Clients Advised by Location
  - Soldotna: 27
  - Homer: 25
  - Kenai: 20
  - Seward: 17
- Top 3 industries
  - Accommodation & Food Service: 25 (46 hrs)
  - Healthcare & Social Assistance: 13 (13 hrs)
  - Arts & Entertainment: 11 (13 hrs)



## WORKSHOPS

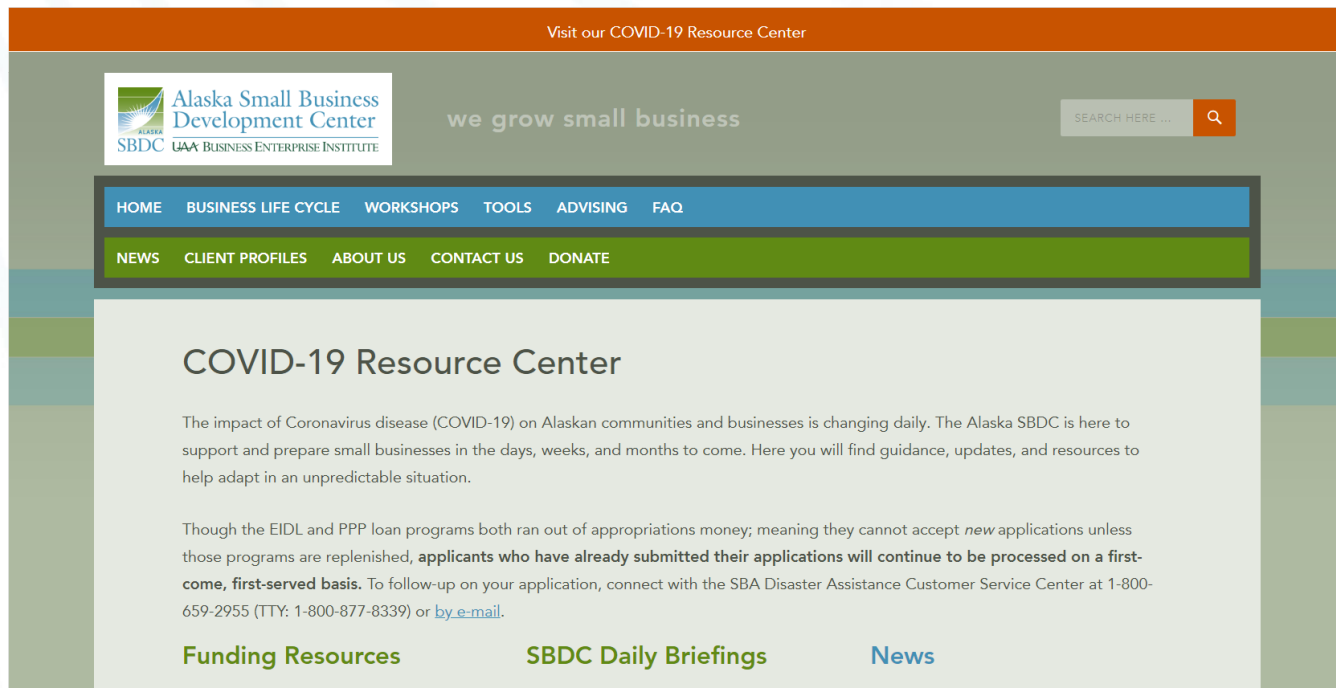
- All workshops free until June 30
  - LLCs in Alaska (\$50 value)
  - Business Insurance (\$50 value)
  - Creating Financial Projections (\$50 value)
  
- COVID-19 Specials
  - Informational Webinars
  - Daily Briefings





# RESOURCES


- Website: [aksbdc.org](https://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

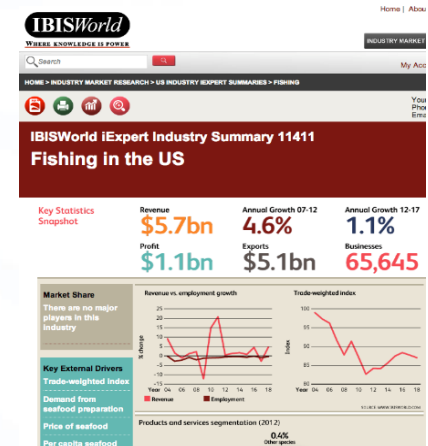
The impact of Coronavirus disease (COVID-19) on Alaskan communities and businesses is changing daily. The Alaska SBDC is here to support and prepare small businesses in the days, weeks, and months to come. Here you will find guidance, updates, and resources to help adapt in an unpredictable situation.

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
  - \$1,850 value each
  
- ProfitCents Subscription
  - 1400+ 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)

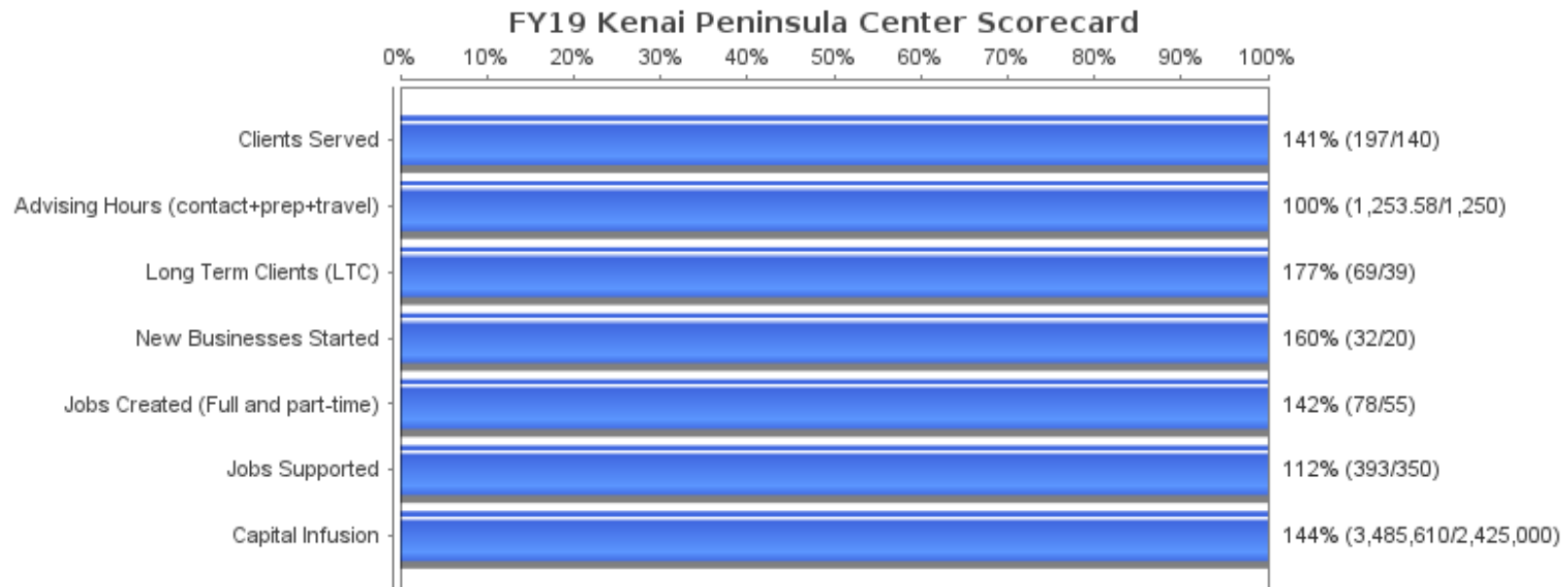
View Formula Key

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	94.74%	97.65%	-2%	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



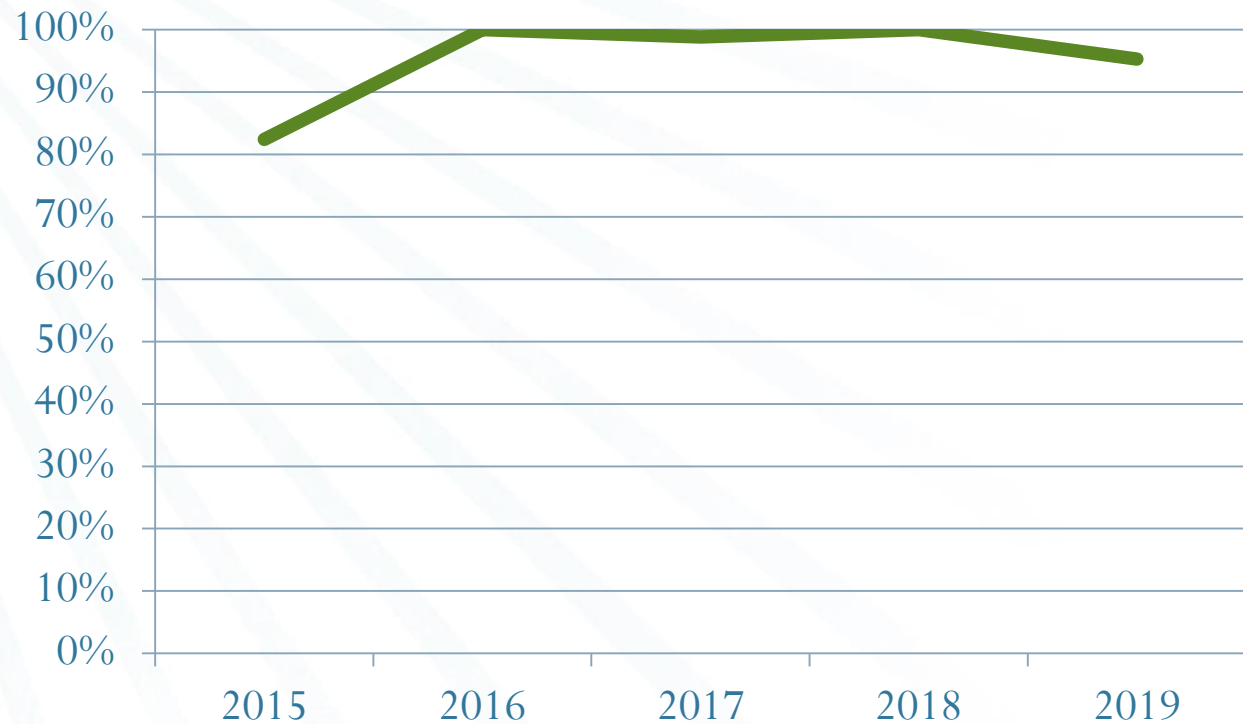
**ALASKA SBDC's ONLY PERFECT CENTER**



## RESULTS

Five-year trend for level of new client satisfaction

### POSITIVE SURVEYS

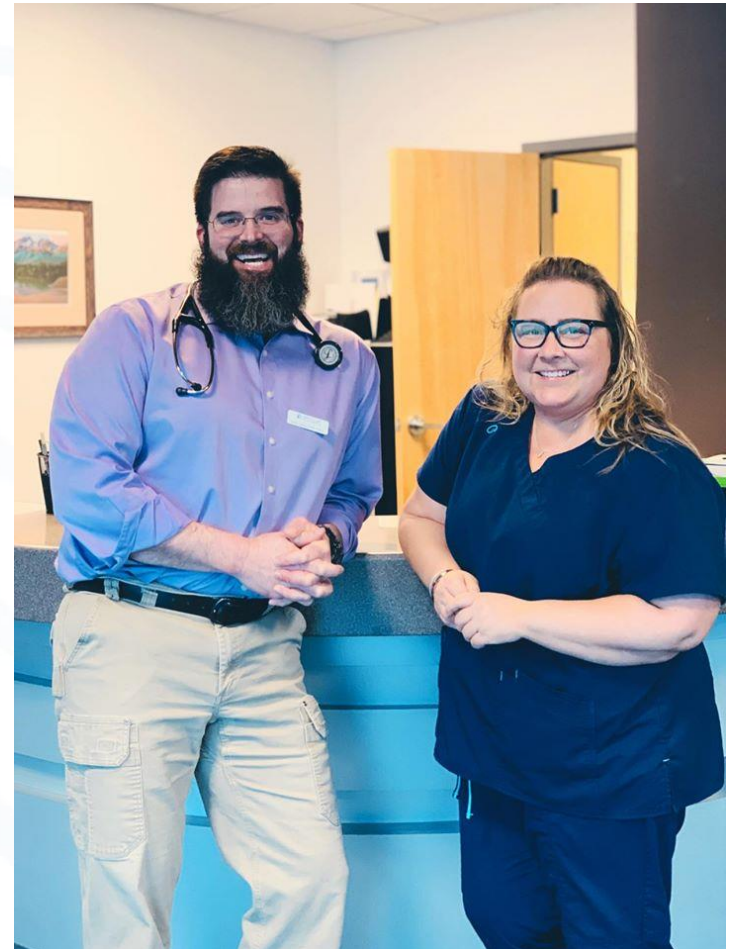




# CLIENT PROFILES

**“Working with Cliff from the SBDC to start our urgent care made the process a lot less painful.”**

**- Jeoff Lanfear, MSN, FNP-C  
Urgent Care of Soldotna**



# 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 SBDC has been a great resource. Thank you for helping us hit the ground running.”**

**- Devon Gonzalez  
Kenai Kombucha**





## CLIENT PROFILES

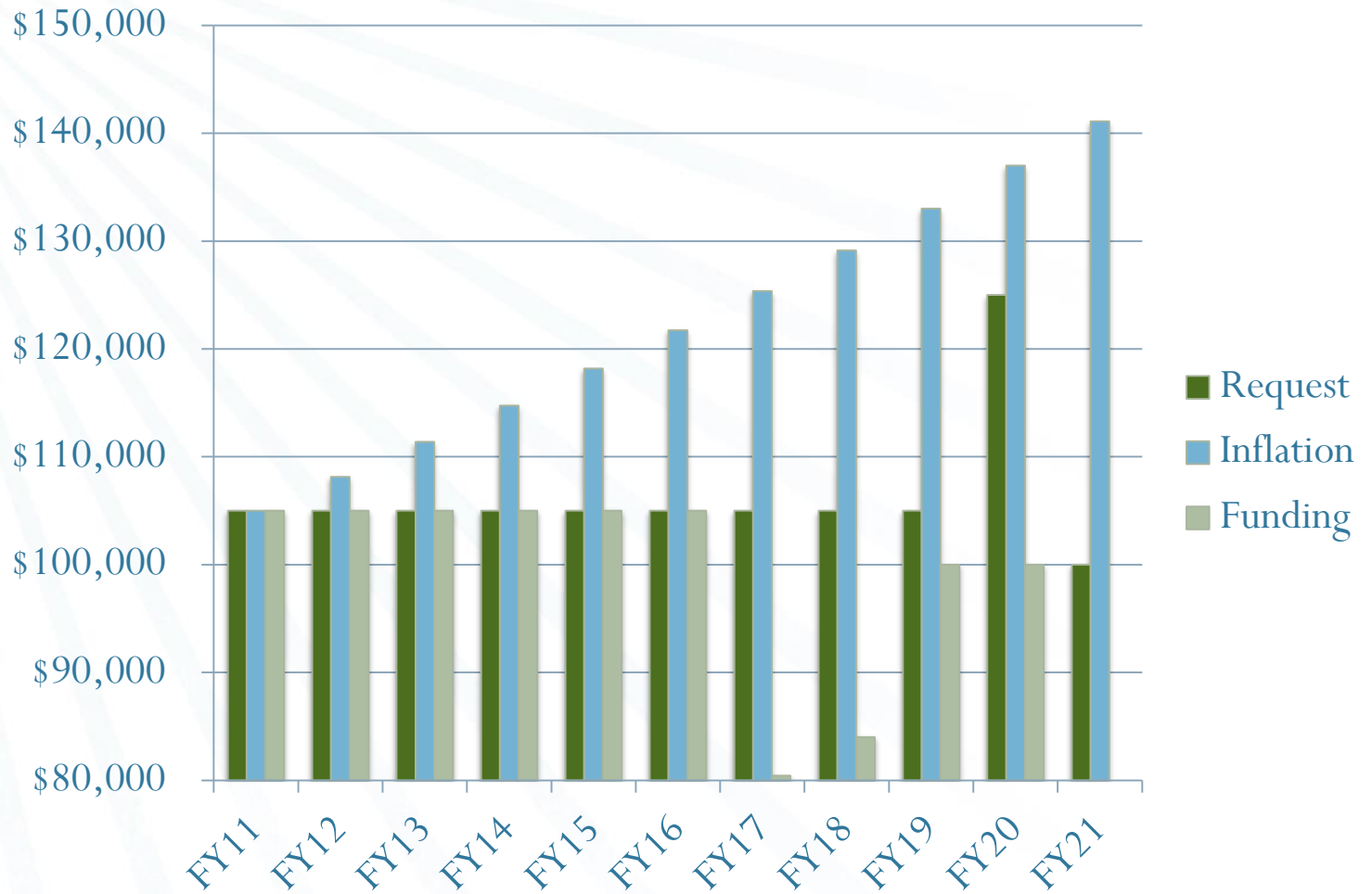
“The assistance I received from the Alaska SBDC was crucial to the start of my medical practice. I am beyond thankful to the Alaska SBDC, but especially Cliff, because his value in this process was immeasurable.”

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

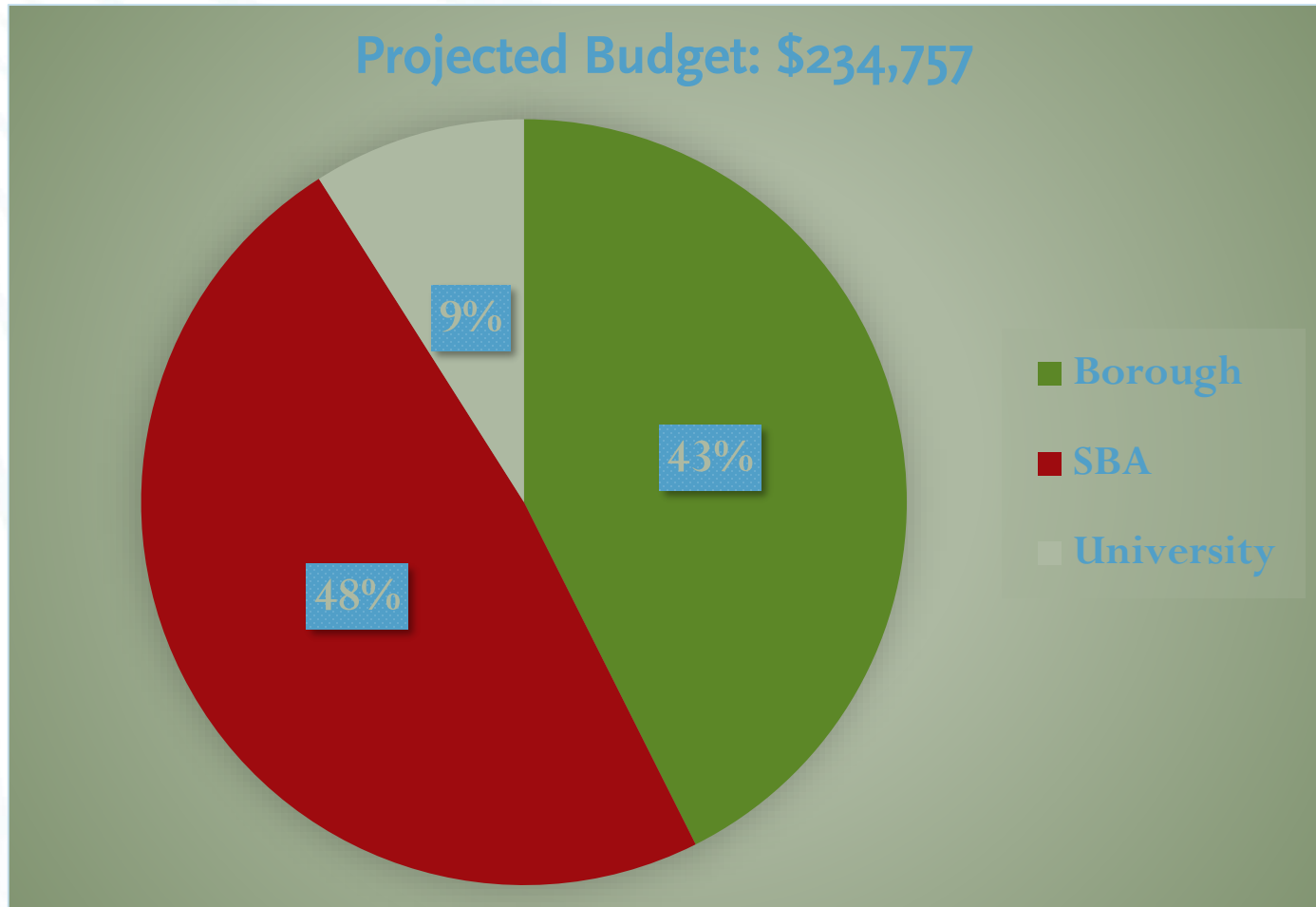




## BOROUGH FUNDING



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# THANK YOU

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