

IN THE NEWS

Knowledge and Science Bulletin Board System

June 2, 2023
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Success Stories: Michigan Small Business Development Center's Impact on Local Enterprises

Michigan Small Business Development Center is playing a vital role in the development of local enterprises by offering them various resources and assistance programs. The skyrocketing success stories of multiple small businesses are a testament to the positive impact of these initiatives.

The Michigan Small Business Development Center (SBDC), a partner program of the U.S. Small Business Administration (SBA), is a valuable resource that assists entrepreneurs and small business owners in starting, growing, and succeeding in today's ever-changing business world. Since its inception in 1979, the Michigan SBDC has been committed to providing resources, guidance, and support to aspiring and established small businesses in Michigan.

The Michigan SBDC offers several programs and services that help small businesses establish their roots and have sustained growth. From one-on-one counseling to educational workshops, the Michigan SBDC offers a wealth of resources to help these entrepreneurs succeed. In 2020, Michigan SBDC helped over 7,000 clients start their small businesses and generated over \$105 million in capital formation.

There are several examples of small businesses that are thriving due to Michigan SBDC's partnership and guidance. One of them is Mitten Crate, an online food delivery service that delivers locally made products straight to customers' doors. Mitten Crate's founders, Cory Wright and Erinn Locke, reached out to Michigan SBDC when they were about to launch their revolutionary idea of connecting food lovers with the best local products. The Michigan SBDC provided them with a business plan and marketing strategy that led to their successful launch.

Michigan SBDC's support isn't just limited to new businesses. It also helps established businesses reach new heights of success. Dynamic Dies, a Michigan-based company that manufactures steel rule cutting dies and is recognized globally for its performance and quality, is a perfect example of this. Michigan SBDC helped Dynamic Dies expand its business by providing guidance on exporting and global market research, which led to an increase in their sales.

The success stories of businesses that Michigan SBDC has helped establish and revamp are endless. From healthcare to manufacturing and transportation to food and hospitality, Michigan SBDC has assisted small businesses in every possible industry, paving the way for a brighter future in Michigan.

In conclusion, the impact of Michigan Small Business Development Center is undeniably positive on local enterprises, resulting in success stories and developmental growth. From providing counseling to educational workshops, the Michigan SBDC has been an essential resource in Michigan's business community, helping small business owners succeed in each industry. It is commendable to see the transformative effect that Michigan SBDC has had on the business landscape and economy of Michigan.