



Louisiana Small Business Development Center at Louisiana State University-Shreveport One University Place, Shreveport, LA 71115

Serving Bienville, Bossier, Caddo, Claiborne, Desoto, Lincoln, Red River and Webster Parishes

Craters & Freighters

3070 Baird Road, Shreveport, LA 71118



Yasuko Makishi, owner, Craters & Freighters

Economic Impact

- 6 full-time jobs created
- 2 part-time jobs created
- 2 full-time jobs saved
- doubled sales in first year

You might say Yasuko Makishi was in the right place at the right time to grow her business. She purchased a struggling Craters & Freighters franchise in Shreveport in March 2005 and doubled the sales in the first year. The business continues to grow, taking advantage of a diverse clientele of artists and antique dealers, exporters and large corporations, military contractors, and Shreveport's fledging film industry.

Makishi has worked closely with the Louisiana Small Business Development Center at LSU in Shreveport since acquiring the business. She originally met with LSBDC consultant, Peggy Connor, to discuss business acquisition issues and marketing and has returned to work on her business plan and evaluate new business opportunities.

"I am very appreciative of all the support they have given me," said Makishi.

The LSBDC at LSUS also assisted Makishi in becoming certified as a Small & Emerging Business through Louisiana Economic Development. The SEBD program has provided training in software programs such as Quickbooks, Excel, and Adobe Photoshop graphic design. Makishi also graduated from the 12-week Business & Entrepreneurship Training program and has attended SBDC workshops, ranging from taxes to internet marketing.

"The seminars provide guidance on how to fulfill responsibilities of operating a business," praises Makishi.

LSBDC at LSUS Services Given to Client

- Developed a business plan
- Developed a marketing strategy
- Client attended BEST entrepreneur training seminar sponsored by LSBDC at LSUS



Funded in part through a Cooperative Agreement with the U.S. Small Business Administration, Louisiana Economic Development Center, and participating universities

