



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

The Uniform Place 3532 Youree Drive, Shreveport, LA 71105



Carolyn Sartori, owner, The Uniform Shop

Economic Impact

- 5 jobs retained & 1 job created
- Purchased building with \$150,000 SBA loan
- Upgraded inventory with \$20,000 Business Express Loan
- 29% sales increase per year from 2002-2006

Carolyn Sartori, owner of The Uniform Place in Shreveport is no stranger to running a retail business. She grew up in her family's tailor shop and men's clothing store. She then worked in computer sales for several years and owned her own golf events business, organizing charity golf tournaments around the country. But when the opportunity arose to purchase The Uniform Place in March of 2002, Sartori leaped at the chance to return to her retail roots.

Sartori immediately modernized the 20 year old business by computerizing the operations, updating the inventory and the customer database, and using multi-media marketing. In order to achieve her goal of growing the business, Sartori needed working capital. The LSBDC helped her apply for a \$20,000 Business Express Loan. When it was time for Sartori to purchase her current building on 3532 Youree Drive, LSBDC consultants assisted her with a business plan and financial projections to apply for a \$150,000 SBA loan. Her sales jumped 29% per year from 2002 to 2006.

"The Louisiana Small Business Development Center at LSU is such a wonderful resource. As a small business owner, you don't have the means to find all the answers and solutions you need to grow your business. The LSBDC helps me compete in a very tough market," praised Sartori.

Sartori also faced crippling year-long road construction on Youree Drive, which sent her sales into a nose dive. She decided it was time to create a virtual store in cyberspace. LSBDC consultants helped her revamp her website for e-commerce. They guided her through the process of being certified as a "Small & Emerging Business" which allowed her to find matching funds to go e-business. Check out her website at www.1-stop-chokeee-shop.com.

LSBDC at LSUS Services Given to Client

- Assisted with business plan and financial projections
- Helped client become certified for "Small & Emerging Business" program
- Assisted client with developing a website for e-commerce
- Client attended BEST entrepreneur training seminar sponsored by LSBDC at LSUS
- Offered guidance with government procurement
- Assisted client in applying for a \$20,000 Business Express Loan and a \$150,000 SBA Loan



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

