



## Louisiana Small Business Development Center at Southern University Baton Rouge

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**Serving Ascension, East Baton Rouge, East Feliciana, Iberville, Pointe Coupee,  
West Baton Rouge, West Feliciana**

### **The Complete Classroom LLC** **43508 Quality Lane Suite J. Gonzales LA 70737**



Tori and Jeremy Lacour, owners,  
The Complete Classroom, LLC

#### Economic Impact

- successful start-up
- sales in the first year meets projections
- two SBA loans total \$35,000 dollars

When Jeremy & Tori Lacour started looking for a business opportunity, they didn't have to look very far for a business idea. Most of the women in Tori's family were teachers, and after years of hearing them complain about not having a place to buy teacher supplies in Ascension Parish, she decided to change that. In May of 2008, the Lacours opened The Complete Classroom in Gonzales, Louisiana with assistance from the Louisiana Small Business Development Center at Southern University, Baton Rouge.

"It was very frustrating trying to get financing from the banks. I don't know if we could have made it through the process without help from our LSBDC Consultant, Leighton Bryant. From start to finish, Leighton gave us guidance about the start-up process and the pitfalls. He made sure we didn't miss a step. Leighton opened a lot of doors for us, and informed us about different programs we would have never known about. We couldn't have done this without him," praised Tori.

LSBDC consultant, Leighton Bryant also helped the Lacours develop a comprehensive business plan, including a 24-month cash flow statement, which was used to apply for two U.S. Small Business Administration Community Express loans totaling \$35,000. These loans were funded by Superior Financial Group and by Business Loan Express (BLX).

Immediately, Complete Classroom was a huge success. With nothing more than word-of-mouth advertising, sales at the only teacher supply store in Ascension parish met sales targets.

#### LSBDC at SUBR Services Given to Client

- developed business plan and cashflow projections
- assisted with a loan package for \$25,000 Business Loan Express
- assisted with a loan package for \$10,000 Community Express loan
- start-up assistance



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



**LOUISIANA  
ECONOMIC  
DEVELOPMENT**