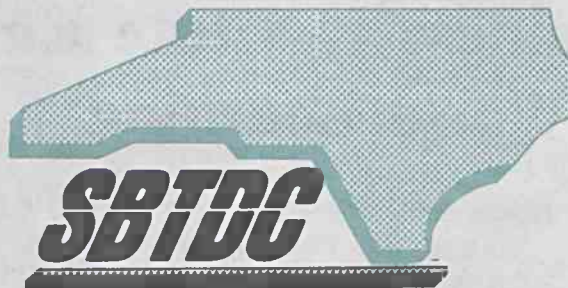


Center Advises New Business Owners



If you're thinking of starting a business and are determined to take the plunge - don't. Not until you've talked to the staff at the Small Business and Technology Development Center at UNCW. Taking advantage of their expertise could easily mean the difference between success and failure.

Eighty-five percent of small business start-ups in the United States fail within the first five years. "The people we work with almost reverse this figure," said Ted Jans, director of the center at UNCW. "Eighty percent of the people we counsel are still in business across the state."

Planning is the key to success, said Jans. "We take theoretical knowledge and try to make it practical," he said. When a client comes in with a business idea, Jans and his assistant, Leslie Langer, evaluate the client's plan. They identify potential problems of the business and outline the client's responsibilities. "The idea (for a business) is one thing, but what you do with it is another," Jans said.

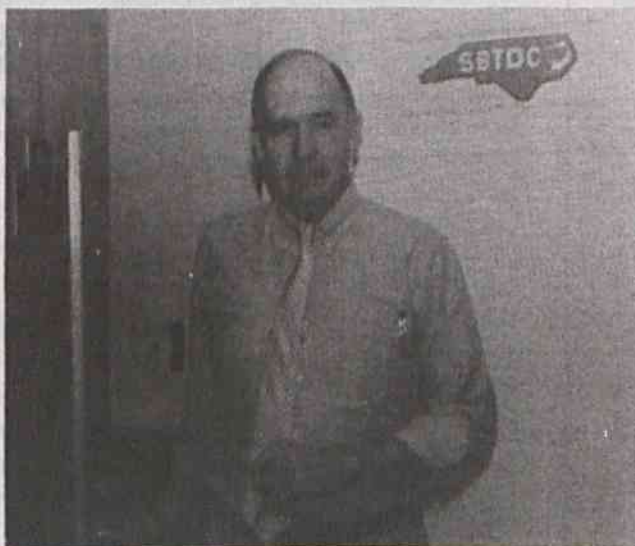
Jans and Langer act as counselors, helping their clients with loan proposals, business plans, and most importantly, suggestions for success. And above all, the SBTDC staff makes sure that the purpose of the proposed business is lawful and that their clients have the proper licenses and copyrights.

The SBTDC at UNC Wilmington serves southeastern North Carolina and is one of 10 such centers in the state. Established in 1984, these centers work with constituent UNC universities and the state's community colleges. Their services are free to the public.

Many of their clients are referrals from area chambers of commerce. The center also works closely with the Wilmington group SCORE, the Service Corps of Retired Executives, and the UNCW Office of Special Programs.

Future plans for the southeastern SBTDC include adding a staff person for international trade and one for sales of non-munitions goods to the military. Additionally, an outreach program will be implemented with an SBTDC staff person traveling to regional towns to counsel owners of small businesses. "We'd work through the chambers of commerce and the economic development groups in each town to identify those needing our assistance," said Jans. "Hopefully, in the next two to four years we'll be staffed to do all of this."

Starting a business or improving an existing one? Do yourself a favor and visit the Small Business and Technology Development Center at UNCW. It could be the best investment you ever made.



Ted Jans, director of SBTDC

Economic Facts and Forecasts Available at UNCW

Certain population figures, economic facts and forecasts, retail sales figures, or employment and unemployment statistics can be vital to the success of any business. As a new or established business owner, you may need to know The Center for Business and Economics Services in the Cameron School of Business Administration provides this data and much more for free. The center main-



tains a data base covering many aspects of economic activity for a 34-county area in Eastern North Carolina, the state and the nation. In addition to population and retail sales figures, the center provides data on vehicle sales, building permits, airport traffic, numbers of new business incorporations, and tourism.

Through the UNCW Office of Special Programs, the center sponsors public seminars on business-related topics.

Carolina Coast
**BUSINESS
REVIEW**

Additionally, a biannual publication, *Carolina Coast Business Review*, provides a detailed analysis of local and national trends in addition to articles on current business interests and informative "how to" stories.



The center also offers a speakers bureau through the business school as a free community service. A brochure listing the wide variety of business topics can be obtained by calling the Center for Business and Economics Services at 919-395-3419.