Strategies to Enhance Consultant Effectiveness
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In Partnership with the U.S. Small Business Administration

WHO ARE WE AND WHAT DO WE DO FOR GEORGIA’S BUSINESSES?
WE ARE PART OF PUBLIC SERVICE AND OUTREACH FOR THE UNIVERSITY OF GA

We’ve been committed to providing confidential consulting, training, and research assistance to Georgia’s small businesses for over 40 years.

A LARGE PERCENTAGE of businesses close within the first few years of starting. Why?
Lack of capital
Lack of experience and leadership
Lack of uniqueness and value (over confidence)
Not keeping in touch with customer needs
Failing partnerships
Unprofitable business model
Poor financial management
Rapid growth and expansion (outstrip money and people)
Poor pricing strategies
Not keeping current (technology)

WE CAN HELP WITH THAT.

With 17 locations across the state, resources are readily available to every Georgia community.
HERE'S HOW WE CAN HELP.

CONSULTING SERVICES
In 2018, the UGA SBDC consulted with 4,193 clients one-on-one and spent $8,452 on consulting.

TRAINING PROGRAMS
In 2018, the UGA SBDC delivered 232 programs attended by 2,700 total attendees.

DATA-DRIVEN DECISIONS
We offer a variety of database resources to help discover competitors, customers, suppliers, industry profiles, and other market attributes.
OUR CONSULTING SERVICES CAN EDUCATE BUSINESS OWNERS ON A VARIETY OF TOPICS.

- STRATEGIC PLANNING
- STARTUP ASSISTANCE
- CAPITAL ACQUISITION
- INTERNATIONAL TRADE
- ACCOUNTING/FINANCE
- PROCUREMENT
- MARKETING STRATEGY
- BUSINESS MANAGEMENT

THE NUMBERS SPEAK FOR THEMSELVES.
SBDC CLIENTS HAVE MADE QUITE AN IMPACT.

Check out our client success over the last five years:

- Capital Raised Through Loan and Equity Financing: $828M
- New Businesses Started: 1,737
- New Jobs Created: 12,366
- Total Sales: $9.7B
WHAT DOES SMALL BUSINESS IN GA LOOK LIKE TODAY?

57% of Georgia Employees work for Big Business (500+ Employees)

43% of Georgia Employees work for Small Business

71,103 Net Jobs added

57% of Georgia Employees work for Big Business (500+ Employees)

43% of Georgia Employees work for Small Business
BY THE NUMBERS

Employment Overview

Prepared by UGA SBDC

Chart Title

INCOME

$56,932
Median Household Income

$30,100
Per Capita Income

$90,007
Median Net Worth

EDUCATION

13%
No High School Diploma

23%
High School Diploma

28%
Some College

31%
Bachelor's/Grad/Prof Degree

BY OWNER DEMOGRAPHIC

KEY FACTS

10,655,025
Population

36.8
Median Age

3,937,153
Households

$46,851
Median Disposable Income

COMMUTERS

18%
Spend 7+ hours commuting to and from work per week

79.5%
Drove Alone to Work

EMPLOYMENT

63%
White Collar

22%
Blue Collar

15%
Services

4.9%
Unemployment Rate

SOME SPECIFIC WAYS WE CAN HELP WITH WORKFORCE