

Small Business Development Center Introduces Sustainability Model

Written by Australian Business

CAMARILLO, CA, October 05, 2013 **/24-7PressRelease/** -- EDC-VC's Small Business Development Center clients can now see how their financials compare to their local industry peers through a new, proprietary business tool called the Business Sustainability System Model. The Excel-based program helps eligible SBDC client companies identify strategies for long-term growth.

Created in conjunction with area banks and SBDC director Ray Bowman, the model uses banks' risk analysis databases and comparative industry data. This information, historically difficult for businesses to access, enables them to see how banks view them as a loan candidate, and how they compare to their local competitors in the same industry.

"It's a comprehensive and easy-to-understand way for SBDC clients to identify pertinent information in their financial statements and use it to develop strategies to reach their long-range benchmark goals," said Bowman.

SBDC advisors and their clients input the financial data into the program, including key indicators of a company's health, such as sales revenue, inventory costs, number of employees, etc. Data points are presented as separate line items, so businesses easily can see where they are excelling or falling short for long-term viability. Summary information also is presented as pie charts and bar graphs. SBDC advisors and clients then work up a plan to address areas that need to be adjusted.

"We see this model as a game changer for businesses," said Bowman. "Financials seem like mysteries but they're not a mystery at all. Once owners understand the numbers, they can strengthen their businesses' bottom line."

To learn more about the Business Sustainability System Model, contact the SBDC at 805-384-1800 or info@edc-vc.com.

EDC-VC is a private, nonprofit organization that serves as a business-to-government liaison to assist businesses in Ventura County by offering programs that enhance the economic vitality of the region. For more information about the Small Business Development Center and loan, manufacturing and international trade programs, contact Bruce Stenslie at 805-384-1800 ext. 24, bruce.stenslie@edc-vc.com, or visit <http://www.edc-vc.com>.