



Houston District Office

Quarterly Newsletter

One Voice One Agency www.sba.gov

Small Business Administration • 8701 S. Gessner, Ste 1200 • Houston, Texas 77074 • (713) 773-6500

Editor: [Donna B. Hayes](#)

How to Market To the Government Eight Steps To Success

1. Determine your product or service North American Industry Classification System (NAICS) Code, [click here](#).
2. Obtain a DUNS Number, [click here](#), or contact D&B Customer Service at 1-866-705-5711.
3. Register your company in the new CCR/PRO-Net database, [click here](#).
4. Determine if your company qualifies for any certification programs, see page 2.
5. Identify what types of procurement opportunities are available:
 - Purchases over \$25,000 [click here](#).
 - Purchases \$10,000-\$25,000 contact the federal agency and request copies of procurement notices [click here](#)
 - Purchases below \$10,000 require personal contact and marketing with the agency. Maximize your sales by accepting government credit cards.
6. Develop marketing tools for your business such as company brochures, business cards, website, etc. For assistance contact your local SBA at [click here](#).
7. SBA resource partners that can also assist include the following:
 - SBA's Procurement Center Representatives, <http://www.sba.gov/GC/pcr.html>
 - SBA's Office of Government Contracting <http://www.sba.gov/GC>
 - Small Business Development Centers (SBDC) <http://www.sbdh.uh.edu/>,
 - Service Corps of Retired Executives (SCORE) <http://scorehouston.org>
 - Women's Business Development Centers <http://www.onlinewbc.gov/>
 - Procurement Technical Assistance Centers <http://www.dla.mil/db/procurem.htm>
 - Small and Disadvantaged Business Utilization Specialists (SADBUS) <http://www.acq.osd.mil/sadbu/publications/selling/index.html>
8. Provide quality products, outstanding customer service and exceed the expectations of your customers.

E-Business Institute Training for Small Businesses

The Office of Entrepreneurial Development is expanding the online Small Business Classroom, <http://www.sba.gov/classroom>, to create a more comprehensive learning portal – offering courses, workshops, learning tools, information resources and other forms of online technical assistance. The new learning site is designed to expand SBA's electronic dimension and reach more clients more efficiently.

A key component of the expanded site will be the availability of "niche" virtual workshops that are industry specific and meet the day to day needs of small businesses. These events will feature "streamed" presentations from industry experts, live online small business forums and other online educational workshops.

The first of these events, *Accessing Venture Capital*, is now available for viewing. Go to the course section of the classroom (www.sba.gov/classroom/courses.html) and click on "Web Events." While at the site, be sure to check out the more than thirty courses and learning tools currently available.



State-By-State Guide to Doing Business

Whether you're thinking of expanding your existing business somewhere else or whether you'd like to plant your start-up's roots somewhere new, it pays to research any locale you're planning on doing business in before you start breaking ground. And you can't just think about having the best corner market in town—you've got to think bigger than that.

That's why we've have included [Entrepreneur](#) e-magazine's State-By-State Guide to Doing Business, based on data in the SBA's "2000 State Small Business Economic Profiles" report, an annual study that includes information on the total number of firms, small-business income, industrial composition, job growth, and minority and women-owned businesses throughout the 50 states and the District of Columbia. For additional data, analyses and research reports on small business, visit the [SBA's Office of Advocacy](#) Web site. In the meantime, start your research here by clicking on your state of choice. Then check out our "[Best Cities](#)" report to find a city where you'll have the best chances for business success

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Certification Programs

Small Business Administration

1. [8\(a\) Program](#)
2. [8\(a\) Mentor Protégé Program](#)
3. [HUBZone](#)
4. [Small Disadvantage Business](#)

Applications

1. [8\(a\) Application](#)
2. [HUBZone Application](#)
3. [Small Disadvantage Business](#)

Women's Business Enterprise

1. [Certification](#)
2. [Application](#)

Texas Department of Transportation (TXDOT)

1. [Prequalification Information](#)
2. [Application](#)
3. [Contacts](#)

Metropolitan Transit Authority (METRO)

1. [Business Development Program \(BDP\)](#)
2. [Small Business Program \(SBP\)](#)
3. [Procurement & Materials](#)

Applications

1. [Business Development Program Application \(BDP\)](#)
2. [Small Business Program \(SBP\)](#)

City of Houston

1. [Minority Business Enterprise \(MDBE\)](#)
2. [Women Business Enterprise \(WDBE\)](#)

Applications

1. [MDBE and WDBE](#)

What's going on?

Check Out SBA Calendar of Events

January	February	March
April	May	June
July	August	September
October	November	December

Resource Partners Calendars

[Score](#)

[Small Business Development Centers](#)

E-Federal Income Taxes Online

You may want to consider paying your federal income taxes over the Internet through the Electronic Federal Tax Payment System. EFTPS-OnLine is fast, easy, convenient, and secure. EFTPS is a free service provided by the Department of the Treasury.

With EFTPS-OnLine, you can pay all federal tax payments including corporate, excise and employment taxes as well as your quarterly estimated tax payments. EFTPS allows individual taxpayers to schedule payments up to 365 days in advance. Businesses can schedule payments up to 120 days in advance of the tax due date. Other features include an instant, printable EFT Acknowledgement Number as documentation of every transaction and access to 16 months of tax payment history.

EFTPS is available through the Internet, by telephone or through a service offered by your financial institution. If you choose a service offered by your financial institution, make sure you are eligible to use it and don't forget to find out in advance how much it will cost.

The system is available 24 hours a day, 7 days a week, and is also available to both individual and business taxpayers. You can pay all your federal taxes anytime, from anywhere.

For more information on electronic payment of taxes, visit the EFTPS website <http://www.eftps.gov> or call toll free 1-800-555-4477 or 1-800-945-8400.

Show Me the Money

If you need money for your business you need to attend one of SBA's monthly loan workshops. **Loan Workshops are scheduled for June 29, July 27, August 24, September 28 and October 20, 2004.** For more information call 713-752-8488 or to register by Email: Send email with your complete name, business name, address and phone number to the Workshop Registration at sbdctraining@uh.edu

Celebrating National Small Business Week

The Houston Score Chapter invites you to a special Small Business Week Celebration Luncheon and Awards on Friday June 11, 2004, 12 Noon at The Power Center, 12401 South Post Oak at South Main. Keynote speaker, the Honorable Bill White, Mayor of the City of Houston. Cost \$40.00 per person, RSVP by June 4, 2004. For more information call SCORE at 713-773-6500, ext. 244.

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HOMEBASED101

Top franchise opportunities you can run from home

- [Jani-King](#)
- [Chem-Dry Carpet Drapery & Upholstery Cleaning](#)
- [ServiceMaster Clean](#)
- [Snap-on Tools](#)
- [Jan-Pro Franchising Int'l. Inc.](#)
- [Jazzercise Inc.](#)
- [Matco Tools](#)
- [Servpro](#)
- [CleanNet USA Inc.](#)
- [Coverall Cleaning Concepts](#)

LOW-COST FRANCHISES

Top franchises you can start for less than \$50,000

- [Curves](#)
- [7-Eleven Inc.](#)
- [Jackson Hewitt Tax Service](#)
- [Jani-King](#)
- [Kumon Math & Reading Centers](#)
- [Chem-Dry Carpet Drapery & Upholstery Cleaning](#)
- [ServiceMaster Clean](#)
- [RE/MAX Int'l. Inc.](#)
- [Jan-Pro Franchising Int'l. Inc.](#)
- [Merle Norman Cosmetics](#)

TOPNEW

Top new franchises from the Franchise 500

- [Subway](#)
- [Curves](#)
- [Quizno's Franchise Co., The](#)
- [7-Eleven Inc.](#)
- [Jackson Hewitt Tax Service](#)
- [UPS Store, The](#)
- [McDonald's](#)
- [Jani-King](#)
- [Dunkin' Donuts](#)
- [Baskin-Robbins USA Co.](#)

See the complete listings of Franchise
© 2004 Rankings click on
[Entrepreneur.com FranchiseZone](#)

What Is Franchising?

A franchise is a legal and commercial relationship between the owner of a trademark, service mark, trade name, or advertising symbol and an individual or group wishing to use that identification in a business. The franchise governs the method of conducting business between the two parties. Generally, a franchisee sells goods or services supplied by the franchisor or that meet the franchisor's quality standards.

Franchising is based on mutual trust between the franchisor and franchisee. The franchisor provides the business expertise (marketing plans, management guidance, financing assistance, site location, training, etc.) that otherwise would not be available to the franchisee. The franchisees bring to the franchise operation the entrepreneurial spirit and drive necessary to make the franchise a success.

There are primarily two forms of franchising:

- Product/trade name franchising and
- Business format franchising.

In the simplest form, a franchisor owns the right to the name or trademark and sells that right to a franchisee. This is known as "product/trade name franchising." The more complex form, "business format franchising," involves a broader ongoing relationship between the two parties. Business format franchises often provide a full range of services, including site selection, training, product supply, marketing plans, and even assistance in obtaining financing.

To learn more about:

- The advantages and disadvantages of franchising,
- The franchisor's responsibilities,
- What is contained in a franchise packet, and
- Understanding the franchise contract,
-

[Read SBA's "Is Franchising for Me?" Workbook \(.pdf file\)](#)
[Franchise Registry](#)
[Franchise Directories & Evaluation](#)

For additional information:

[Consumer Guide to Buying a Franchise](#)

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Supplier Diversity e-Registration

As the market place becomes increasingly diverse, the need for greater flexibility and purchasing power is sought by many companies from many sources. The companies below provide online information and opportunities about their diversity supplier programs. To take advantage of this opportunity links have been provided to the information about each company's supplier diversity programs and how to register. Just click on the company's name below.

- ◆ [AT&T](#)
- ◆ [Boeing](#)
- ◆ [Coke-Cola](#)
- ◆ [DTE Energy](#)
- ◆ [Frito-Lay](#)
- ◆ [Hertz Co.](#)
- ◆ [IBM](#)
- ◆ [JC Penney](#)
- ◆ [Kodak](#)
- ◆ [Motorola](#)
- ◆ [Office Depot](#)
- ◆ [Verizon](#)

Diversity at McDonald's



"None of us is as good as all of us."

- Ray Kroc
Founder
McDonald's
Corporation

- ◆ [Mc Donald's](#)

Revealing Success Story

Windswept Seafood Restaurant

Eddie Venne, owner of Windswept Seafood Restaurant took advantaged of several of Small Business Administration's programs and services when he needed a loan to purchase the seafood restaurant. After working for the former owner of Windswept Seafood Restaurant for more than 20 years Eddie had the opportunity to purchase the business. He was advised to seek assistance from one of SBA's resource partners, the Small Business Development Center in Brazosport, where he met Nina Kirk. Nina provided assistance in developing a business plan and introduced James Walsh of the Houston Galveston Area Local Development Corporation (a SBA 504 Certified Development Company). Mr. Walsh brought Mitch VicKnair of Woodforest National Bank into the picture and the rest is history.

Visit Windswept Seafood Restaurant



105 Burch Circle
Freeport, Texas
(979) 233-1951

[MAP](#)

Houston District Office Quarterly
"Revealing Success Stories"

For information on how to be featured as a success story in the Houston District Office Quarterly Newsletter email Myriam.Gonzalez@sba.gov

If you have any questions or comments please donna.hayes@sba.gov