



News Release

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Manna Kadar, Founder & CEO of Manna Kadar Beauty, Inc., Selected as 2020 Young Entrepreneur of the Year

Business exhibits incredible growth and success despite challenging times

SANTA ANA, Calif. – The U.S. Small Business Administration, Orange County / Inland Empire District Office is pleased to announce Manna Kadar, Founder and CEO of Manna Kadar Beauty, Inc., as the 2020 Young Entrepreneur of the Year. Kadar was nominated for the award by Julianne Pfister, Director of Business Operations, Manna Kadar Beauty, Inc., in Irvine, Calif.

Raised by a single, immigrant mother, Kadar grew up with drive-by shootings and home invasion robberies nearby. Despite these adversities, Kadar got started in the cosmetics industry by owning and operating retail cosmetic stores at the young age of 16. She was inspired to start her business when she realized there was a void in the marketplace for products that were multifunctional.

Manna Kadar Beauty, Inc. was established in January 2012 and it has become known for having a prestigious line of brands and products. The business provides products ranging from cosmetics, skincare, bath & body, to even pet care items.

Since 2012, Manna Kadar Beauty has grown to a \$7 million company with eight employees and the company continues on its upward growth trajectory. The company expanded to seven stores within six years while Kadar attended school at the University of Southern California. Kadar credits a part of her success to SCORE, an SBA funded resource partner, as they impacted some of the decisions she made and her growth as a leader and entrepreneur. She also credits the 2017 Tax Cuts and Jobs Act for enabling her to keep more money in the company as she continued to grow her brand. Some of the recent federal deregulation has allowed more autonomy in decision making for strategic growth.

However, as with most businesses, growth came with obstacles. Kadar recounts an experience she had with a customer who failed to pay a \$1.5 million receivable. Other financial obstacles included self-funding and tariffs but, nonetheless, Kadar was able to overcome these obstacles and treat each one as a learning experience. Recently, Manna Kadar Beauty was severely impacted by COVID-19 as most of the sales orders generated from retail locations were cancelled. Fortunately, Kadar says that her business has come back stronger than ever.

Beyond her business, Kadar is also actively involved with the USC Marshall School of Business as a member of the Board of Directors and as Chairwoman for the Women in Business Group. Her other volunteer and community involvement include being a Board Member of Goodwill and a Founder's Club member of Miracles for Kids.

The SBA Orange County / Inland Empire District is honored in recognizing Manna Kadar as the 2020 Young Entrepreneur of the Year.

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About the U.S. Small Business Administration (SBA)

The U.S. Small Business Administration (SBA) was created in 1953 and is a Cabinet-level agency of the federal government to aid, counsel, assist and protect the interests of small business concerns, to preserve free competitive enterprise and to maintain and strengthen the overall economy of our nation. The SBA helps Americans start, build and grow businesses, and recover from disasters. Through an extensive network of field offices and partnerships with public and private organizations, the SBA delivers its services to people throughout the United States, Puerto Rico, the U.S. Virgin Islands and Guam. To learn more about SBA, visit www.sba.gov.

About the Orange County / Inland Empire District Office

The Orange County / Inland Empire District Office, under the leadership and vision of J. Adalberto Quijada, District Director, is responsible for the delivery of SBA programs and services in the Southern California counties of Orange, Riverside, and San Bernardino. Located in Santa Ana near John Wayne Airport, the office and its staff facilitate understanding and access to SBA loan programs; coordinate and conduct hundreds of training sessions and special events annually such as matchmaking forums and loan workshops; and manage a portfolio of nearly 100 businesses enrolled in the agency's 8(a) business development program.