

## BEST SMALL BUSINESS

Bambi Straebel's entrepreneurial spirit and love of coffee led her to the pursuit of starting her own business - a coffee shop that offered a welcoming atmosphere for all to enjoy.

Straebel first sought business counseling services from the SBTDC Region 5 office in early 2005. She shared her dream, refined her plan, and finalized the project with the help of Certified Business Consultant Deb Wieland. The counseling assistance included market research and help with the financial projections that resulted in approval for a SBA Guaranteed Loan from a local Commercial Lender. The lease was signed, renovations took place, licensing and health code approvals were obtained and Bambi's by Java Dave's opened to rave reviews on June 9, 2005.

The coffee shop continued to gain in popularity and sales steadily increased. In the second year of operation, Straebel was approached by members of the Saginaw YMCA Board to open a second location at their Saginaw facility. Straebel again contacted the SBTDC for assistance with evaluation of the expansion opportunity and help in refining her business plan to include the new location and added expenses. Once again, Straebel took her plan to the bank and was offered an extension on her line of credit to more than cover the projected expansion costs.

Straebel opened the second coffee shop location on April 9, 2007. Bambi's by Java Dave's now provides catering services for all functions at the YMCA. Both Saginaw locations continue to show growth with a 75% annual sales increase and the creation of five new jobs in the Saginaw area.



**Bambi Straebel, Owner**