

Business Success Stories



from interviews with African-American, Asian, Latino, Native American & Immigrant Business Owners in Fond du Lac County, WI

Photo Credit: Matt on Flickr.com

From August 2014 - October 2015, local researchers met with 35 Fond du Lac County minority entrepreneurs who shared their start-up and business experiences, challenges, and successes.

This summary shows that these business owners are similar to other American business owners in the goals and strategies they shared. There is also one notable difference: how little they use the free, public business development services available to all area firms even though they are interested to learn more about them.

This summary of their start-up experiences acknowledges their presence in this county and serves as a starting point for continued learning on the part of economic development professionals and educators about how best to maximize the possibilities for all entrepreneurs in Fond du Lac County and Wisconsin.

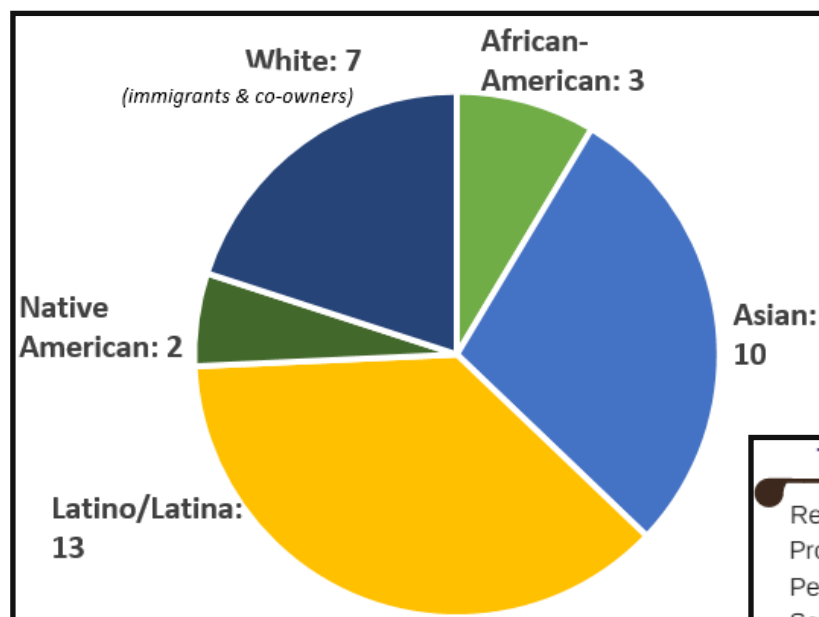
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35 PARTICIPANTS



Participants were given the option of choosing more than one response, "other," or not responding at all. Because of this, totals in this report do not always equal 35.)

Type of Business	Number
Restaurants & Bakeries	16
Professional Services	5
Personal Care	5
Service Businesses	5
Retail Stores	2
Other	2



Country of Birth

- Latin America (2 countries): 11
- Asia (5 countries): 10
- United States: 8
- Europe (3 countries): 6



Language of Interviews

- English: 24
- Spanish: 6
- Mandarin: 5



When did you open this business?

- In the last 5 years: 15
- In the last 20 years: 8
- In the last 10 years: 7



Why did you choose this area to start or run your business?

- This is where I live: 16
- I liked the area: 9
- I have family or friends here: 4

#1 CHALLENGE

Finding Start-Up Capital



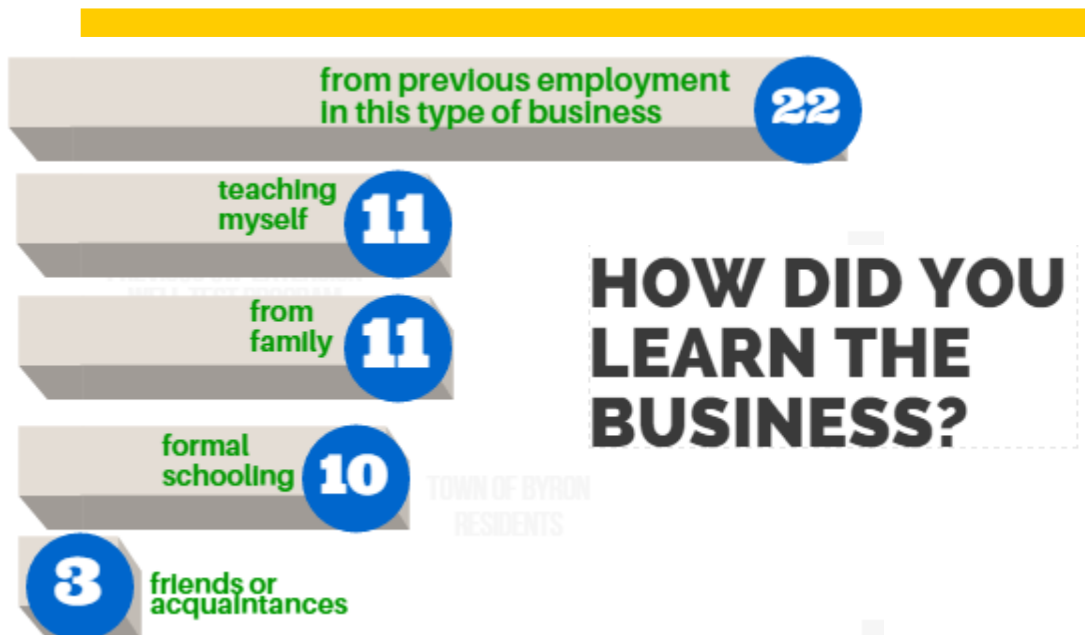
NEXT CHALLENGES

#2 Understanding regulations & taxes

#3 Finding a location

WHO ASSISTED?

19 worked alone
9 hired professionals
7 asked family members
6 worked with local organizations



HOW DID YOU LEARN THE BUSINESS?

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FUTURE PLANS: FORWARD



7 plan to expand the current location



8 plan to add another location



9 plan to add new goods & services



10 plan to maintain what they are doing



14 plan to expand customer base

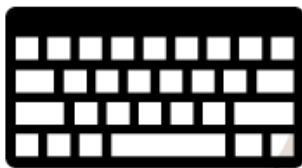
WHAT INFO WOULD HELP NOW?

🌐 Advertising, Marketing Materials, Research (20)

📋 Loans, Financing, Tax Information (11)

❓ Nothing, Not Sure (8)

WOULD YOU LIKE INFORMATION ABOUT LOCAL NO-COST TOOLS, SERVICES & FINANCING?



Yes: via email (21)



Yes: via paper newsletter (7)

Yes:
In person
(13)



Yes:
in a
group

(7)

