



**MARVIN  
BEASLEY**

Barbershop and  
Transportation Start-up  
*Griswold, CT*

## **BUSINESS CHALLENGE**

This Main Street Barbershop was devastated by the pandemic. The business closed in March and was only able to open partially with one chair, due to social-distancing guidelines, in September 2020. Very little income, coupled with long-term closure meant that Marvin needed another business model that would secure his family's legacy.

## **HIS STORY**

Marvin has been the proud owner of ConnectCutz - a small town barbershop for four years. His 400 square-foot facility housed three chairs that were rented to other barbers. The business was growing and Marvin was preparing to rent a larger space to increase his income capacity. Then the pandemic hit.

Marvin stated, "This is a loss for the community...folks aren't going to work and don't need to get dressed up like normal, and we are all isolated at home. This is a community business. I make people feel good about themselves...how they look."

While still reeling from the initial shock and devastating loss of income, Marvin decided to look at other potential business opportunities, and Caring Transit, LLC. a non-emergency medical transport company was born.

## **OUR IMPACT**

BBA has been working with Marvin since 2020 and has provided technical assistance for Connecticut Barbershop, resulting in him receiving \$20,000 in grant awards. We are currently assisting Caring Transit, LLC., with technical services, which include business advice, facilitating business plan development, and developing pro forma financials.

He recently received his F endorsement to operate Non-Emergency Medical Transfer (NEMT), which has enabled him to hire a second driver and provide an opportunity for a third employee.

We are also currently working with Marvin to develop a bank-ready loan package for capital access.



# CLIENT SUCCESS STORIES

## BUSINESS CHALLENGE

Cindy's Diner is located in a retail mall that has been struggling since the pandemic. Two more stores have closed recently and Cindy's is one of a few still there. Her utilities have increased a significant amount from when she first moved in. Cindy was co-mingling business and personal finances and needed help understanding and recording her business financials.

## HER STORY

Cindy, a single mother of 2 chased her lifelong dream to be a successful restaurant owner. Cindy's Diner opened three years ago, to rave reviews but she struggled from day one. Friends and family supported her business, but her funding was challenging. Cindy hired family members and friends for the front and back of house to save money but quickly learned that her business decisions had major consequences.

Cindy's mix of Jamaican and Soul Food proved successful in this area of the state - she is the only Caribbean restaurant for miles. Co-mingling business and personal expenses, a lack of financial acumen, and being disconnected from available resources have hampered Cindy's business growth potential. Then the pandemic devastated her business model as her customers were no longer able to visit the mall. Despite the challenges, Cindy is committed to pushing forward for her family and her lifelong goal of being a successful business owner.

Cindy initially contacted BBA in January 2021 for assistance with applying to the CARES Grant. Once Cindy learned what services were available through BBA she quickly signed up for technical assistance. Cindy stated that she finally felt like, "...a weight has been lifted."

BBA deployed a business advisor and a financial navigator to assess Cindy's needs, and potential for growth while developing an executable action plan.



**CINDY  
ERSKINE**

Cindy's Diner

Soul Food and Jamaican  
Restaurant  
*Enfield, CT*

## OUR IMPACT

- Cindy has achieved the following:
- Separated personal from business expenses
  - Uses a POS system to monitor income, expenses, and inventory costs
  - Raised her prices and increased her profit
  - Pays her staff and herself consistently
  - Completed financial statements for 2019 and 2020
  - Applied for the Payroll Protection & Restaurant Revitalization Fund programs.



## ALVIN REID

Homecare Agency  
*Bridgeport, CT*

### BUSINESS CHALLENGE

Help the company develop a strategic approach leading to the submission of a bank-ready financial document.

### HIS STORY

Rite Care LLC is a non-medical home care agency formed in 2015 by Alvin G. Reid. Mr. Reid is a licensed non-medical home care administrator with over ten (10) years of experience in the industry. He is very passionate when it comes to taking care of the aging population and people with disabilities.

The company had not generated any business and was viewed as a new single-person business. Alvin now planned to move from full-time employment to devote full-time to his business. He developed a plan and contacted BBA in 2018 for business advice, support, and access to capital.

### OUR IMPACT

The BBA Technical Lead met with Alvin Reid to obtain clarification on project status and financial projections. Reviewed his business plan with a focus on strategic thrust, business drivers, critical success factors, and pro forma financials. Assisted in preparing a bank-ready package for submission to the BBA pre-underwriting team., resulting in Rite Care, LLC. obtaining a \$75,000 loan.

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It was a pleasure to work with the BBA team. They were so professional, analytical, and exhibited excellent customer service skills. Moreover, they were available after the award to assist with additional business needs.

*Alvin Reid*

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