

Toolkit for Minority Owned Small Businesses

By students of Avenues To Civic Action.

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About our project

The Problem: Newer small businesses are already very vulnerable, especially coming out of the pandemic.

Overview: We created a toolkit for small businesses in the Sacramento Area that contains direct resources for how to successfully market a business, how to apply for government relief, and how to be more financially literate.

Outreach: We created a short survey for business owners to fill out to inform us on what their specific needs as a business are.

Importance to the community:

- COVID-19 impacting small businesses
 - The pandemic has hurt many minority-owned small and already struggling businesses and this was an opportunity to support them.
- Confusing resources
 - Although resources are available, many times it is not clear what they are for. Helping to describe their purpose was key to our project
- Community good deeds
 - It is overall better for the community when there are more diverse places to work and visit. Minority businesses make up less than 20% of businesses.



SECTION 1: MARKETING

[8 steps to marketing your business | Small Business](#)

This is a resource given by the government of Australia to help small businesses market themselves. Although it is intended for Australian businesses, it provides great tips for small businesses in general to grow. The 8 steps mentioned in this website are: 1. *Conduct market research.* 2. *Profile target marks.* 3. *Identifying unique selling proposition* 4. *Develop business brand* 5. *Choose a marketing avenue.* 6. *Set goals and budget.* 7. *Nurtur loyal customers.* 8. *Monitor and review.* These points go into more specifics and will help understand the basics of how to successfully market your business.

[How to Stand Out on Social Media | SharpSpring](#)

This article explains how to leave a stronger presence on social media specifically for small businesses. The article recommends starting off on Facebook since it offers lots of ways to outreach potential customers with their business features; however, knowing the audience of the sites to attract the kind of customers one would be targeting. This article also recommends engaging with the audience one would have to create a community centered around one's business to attract a more targeted audience. The emphasis in visuals and bringing up past achievements to create a trust in one's target audience.



[Google & Small Bus. 101 | Google](#)

Google provided a simple step-by-step for how to claim or add your business on Google so it shows up for Google reviews. This article also provides further resources where you can book an appointment with one of their small business advisors.



SECTION 2: FINANCIAL LITERACY

[10 Mistakes New Business Owners Make | Legalzoom](#)

This article is valuable because it shows how if one had a good name idea for a company one could make sure no one else could use it through copyright laws. It also includes information on insurance, pricing, budgeting, marketing plans, etc.

[Thinking of Starting or Already Managing a Business? | U.S. Small Business Administration](#)

In this site there are subgroups for every topic including, cashflow, loans, etc. Learn about how to handle inventory, fixed assets, burn rate, etc. Lecture-like-format allows for the definitions of the terms to be very clear and easy to understand.

[Financial Education Curriculum | U.S Small Business Administration](#)

This article is valuable because it gives a money flow management chart that could be used to better understand where your money is going within the business. It also provides even more websites that could be used.

[Tracking Business Expenses and Income | Patriot](#)

This provides 5 steps to track expenses 1. Open business bank account 2. Select accounting method 3. Utilize accounting systems 4.Track expenses 5.Record Expenses and track income

[Small Business Administration | U.S. Small Business Administration](#)

The Sacramento District Office gives access to small business events that take place, state and local resources, and SBA programs.



SECTION 3: GOVERNMENT RESOURCES

[Covid-19 Rapid Response Hub | Metro Chamber](#)

This resource gives access/links to aid in the navigation of small businesses in the Sacramento area. It touches on the Paycheck Protection Programs, loans and loan forgiveness, and recent COVID-19 news.

[Financial Relief and Assistance for Businesses | City of Sacramento](#)

This source gives information on grants for small businesses, restaurants, and venues. It also gives access to information for business owner programs they're eligible for and business tool kits.

[Sacramento County Covid-19 Business Resources](#)

The Sacramento County's page gives information on reduced work hours, potential layoffs, potential closings, federal and state financial assistance, and information on tax relief.

[COVID-19 Business Resources | Sacramento County](#)

There are a variety of links that will direct you to different government relief funds and informational articles about work sharing programs, tax relief, disaster loan programs, paycheck protection programs, a variety of California grants, pandemic unemployment assistance, opportunity funds, etc.

[State Treasurer's Office](#)



This spreadsheet gives websites and summaries of strategies taken by other small businesses to succeed during the pandemic. It also gives information on cities outside of the Sacramento area as well.

[Grants | U.S Small Business Association](#)

This is a general link to grants.



CLOSING REMARKS + TESTIMONIES

Skyler :The time I spent working on this project felt very meaningful because I am somewhat helping stop homelessness when promoting entrepreneurship by raising up those small minority businesses who might need a small boost of encouragement and help because we are one huge community

Annabel: This project was an amazing opportunity to try and support our communities small minority owned businesses and it was very informative when doing our research.

Ithzy: This project has been so beneficial to me in many ways. I decided to make this my senior project in an effort to support the small businesses in my community especially considering my personal affiliations with small businesses. I am currently working for three small businesses (two as a social media manager another as a secretary) and all of the research we have put into this project has been extremely helpful. I hope to continue my efforts to expand my knowledge in business and entrepreneurship. Thank you to Cal Center and ATCA for giving us a platform to share our project with you!