

Laid Back Books, Alvin

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Web site: www.laidbackbooks.com

Linda Massey attended the First Step seminar at the San Jacinto College Small Business Development Center, so she could prepare for her business offering in Alvin, Texas, Laid Back Books. A life-long love of reading books led her to open her first business. She had her eye on a location, but wanted to make sure she was considering all of the risks and responsibilities of a business owner.

She was very attentive and driven as she listened and asked good questions in the class. She conducted meticulous research of her competition, which led her to many decisions about how to position her store.

Director Michael Moore worked with her to think through the cash flow analysis and identify a break-even point and to make sure that she carefully considered all of the associated taxes and costs. Business Plan

Pro® was used to produce financials. The director assisted her with traffic counts for her chosen location as she refined her plans to expand her income streams by partnering with the local schools to provide required reading material at reasonable prices to students.

She invested her own money in the shining and spotless store. It is organized and easy to navigate. Each category is clearly labeled and accessible. She opened in March of 2007. She is currently the lone staff member, but is thinking through the process of adding an assistant, should cash flow allow.

