

HAWAI'I SBDC SUCCESS STORY

Kona Greenscapes, LLC



Mike Angel founded a veteran-owned landscape services company in 1999 in Olympia, WA. Over the years, he built the company by providing the best service at an affordable price and providing unparalleled customer service. Then, Hawai'i called. His son owned a successful construction company on Big Island. Mike outlined his plan to close his business in Olympia and start a new business in Kona to the Hawai'i SBDC Network (SBDC). The SBDC suggested another business model that would capitalize on the excellent performance of his business in Olympia – find someone to manage the business and continue to build it, travel to the mainland monthly or quarterly to maintain relationships with his manager and customers, use technology to manage the business (Skype with his manager) and start a second landscape services business here in Kona.

Mike obtained a private loan to finance his start-up. When it came time to purchase his landscaping equipment, he took it up a notch by investing in a complete line of 36-volt, battery-powered yard care equipment. His equipment is emission-free, very quiet and has next-to-zero impact on the environment. Mike's goal for year 1 (2013) was to have 12 year-long clients in West Hawai'i. He finished the year with 15 clients. His target for growth in the Kona business is to continue to add 1 year-long client per month, projecting to end 2014 with 27 clients. He currently has 7 employees in Kona.

Mike's next phase is to grow his company in Olympia. His son has taken the helm of the Washington organization, working with Mike to expand the company's reach in the marketplace.