

2010 BUSINESS RECOGNITION

HOSTED BY
Utah State University,
Logan SBDC



Business Details

OWNER
Kirk Madsen
NATURE OF BUSINESS
Restaurant

CITY
Garland
COUNTY
Box Elder
PHONE
435-257-VANS

BUSINESS STRUCTURE
Limited Liability Company
BUSINESS BEGAN
September 2009
EMPLOYEES
6 full-time

SBDC CONSULTANT
Frank Prante



Vans Drive In

Kirk Madsen knew he had a lot of work ahead of him. He bought Van's Drive-Inn in Garland, Utah, in September 2009 after a series of bad owners had driven customers away and lost money. The restaurant had been there since 1961 and had been successful at first, but was now struggling. Madsen was working against the reputation for high prices and poor quality the drive in had developed over the past several years.

When Madsen took over the business, he had equipment and inventory but needed the money to pay for the business and survive. First, he changed the name back to the original Van's Drive-Inn. With his experience and hard work, Madsen has been busy rebuilding the client base. By getting new vendors, streamlining employees and getting labor costs under control, Madsen is on the path to success.

"The business is starting to turn around," he said. We are close to breaking even. I know I can make this a successful business."

Part of his growing business is providing good food quickly. Madsen is focused on making food people like at a price they can afford. He said being across from two schools has boosted customers too. He created a \$3 lunch special to compete with large fast food chains that are farther away from the schools.

To achieve his goals, Madsen worked with the Logan Small Business Development Center. The SBDC helped develop his business plan, cash flow projections and application for the Utah Micro Loan Program.

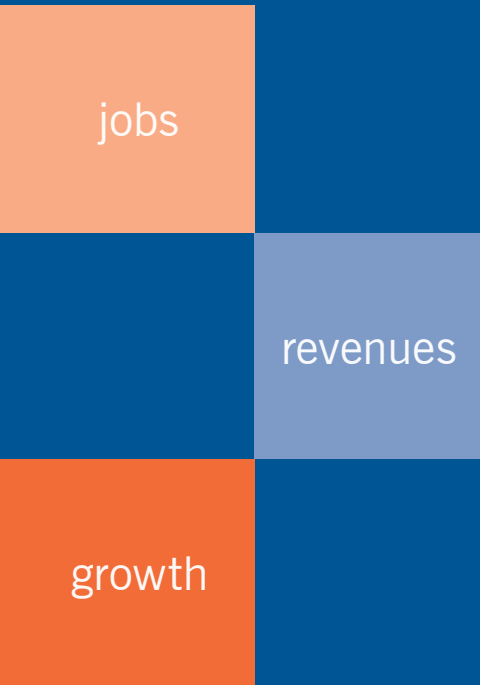
"The SBDC gave us hope," Madsen said. "Things always looked better after visits to the SBDC."

"The SBDC gave me hope because things always looked better after a visit to their office."

Kirk Madsen, Owner

Secret to Success
"The combination of striving for excellence, the SBDC, and UMLF."

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The Utah SBDC network is comprised of 11 regional centers hosted by Utah colleges and universities. The centers serve entrepreneurs and small businesses across the state. The centers are funded in part through a cooperative agreement with the U.S. Small Business Administration.



Governor's Office of
Economic Development

