

2010 BUSINESS RECOGNITION

HOSTED BY
Utah State University,
Vernal SBDC



Business Details

OWNER
Anthony Fraguada
NATURE OF BUSINESS
Boxing Gym

CITY
Vernal
COUNTY
Uintah
PHONE
435-789-2220

BUSINESS STRUCTURE
Limited Liability Company
BUSINESS BEGAN
May 2010
EMPLOYEES
5 full-time

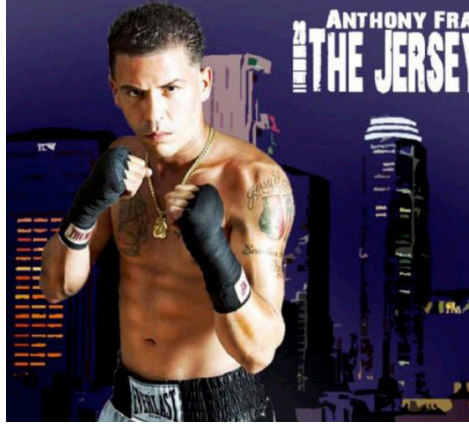
SBDC CONSULTANT
Mark Holmes

jobs

revenues

growth

Anthony Fraguada and Sons Boxing



Boxing saved Anthony Fraguada. The New Jersey-native was only 10 years old when his parents were murdered. Fraguada passed through nine different foster homes before learning how to fight his way out of the system through boxing.

Fraguada ended up in professional boxing for several years, fighting under the name “The Jersey Knuckle.” After retiring from the professional circuit, the promise of high wages in the oilfield boom brought him to Vernal, Utah.

“I arrived in time to see the jobs dry up,” he said. “My son and I were ‘guests’ of the Turning Point Shelter for a little while. Then I found a job and a place to live.”

With boxing still in his blood and on his mind, Fraguada thought about how to bring his experience in the ring to Utah. He soon realized many boxers who compete at sea level would be interested in a high-altitude training center. After several months, Fraguada found the money and a partner to help start Anthony Fraguada and Sons Boxing.

Although Fraguada had plenty of experience with boxing, he still didn’t know much about what it takes to start a business. That’s when he turned to the Uintah Basin Small Business Development Center for help.

“Anthony’s intensity toward boxing is hard to describe,” said Mark Holmes, Uintah Basin SBDC director. “While Anthony’s partner takes a more numbers-based approach, Anthony attacks business problems like they’re boxing opponents.”

That passion has been instrumental to Fraguada’s success. It has driven the hard work he and his partner have done with the SBDC’s help. He made sure everything was in place for a successful business launch, and even discussed a five-year plan to expand and sell franchises under the Fraguada name.

Now Anthony Fraguada and Sons Boxing is well on its way to achieving those goals. The gym is averaging 50 students. In addition to his teaching, “The Jersey Knuckle” is back in the ring. Fraguada is training six hours a day for an upcoming professional bout in Kansas and posts training videos on his website and on YouTube.

Secret to Success

“Attack the problems of starting a business as if they were a boxing opponent.”

“The world of boxing is one thing, but understanding the components of a partnership and the issues involved with starting a business is another.”

Anthony Fraguada, Owner

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.

