

2011 BUSINESS RECOGNITION

HOSTED BY
Weber State University,
Ogden SBDC



OWNER
Nicole Rivera
NATURE OF BUSINESS
Recycled Maternity Clothing
and Accessories

CITY
Layton
COUNTY
Davis
PHONE
801.444.0900

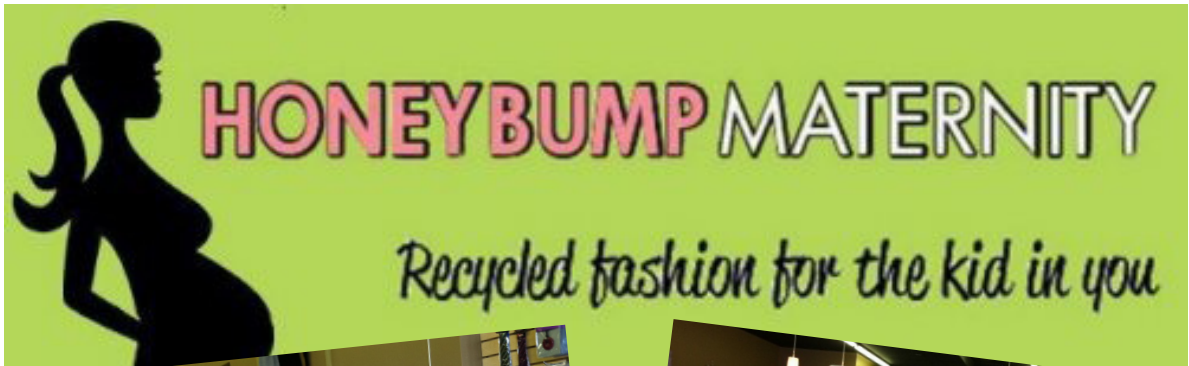
WEBSITE
honeybumpmaternity.com

BUSINESS STRUCTURE
LLC

BUSINESS BEGAN
August 2010

EMPLOYEES
1 full-time

SBDC CONSULTANT
Beverly King
Jared Van Orden



Nicole Rivera always wanted to have a re-sale clothing store. When she was pregnant with her second child, she realized there was a need for a maternity store where customers could buy, sell and trade the clothing they only use for a few months.

Secret to Success

“Knowledge, understanding and courage to make a dream a reality.”

When she decided to open Honey Bump Maternity, the Ogden Small Business Development Center was the first place she went. The SBDC helped her fulfill her dream. Rivera said Beverly and Jared, the counselors, were there every step of the way. They gave her the tools necessary to open and run a successful business and helped her get into the business frame of mind.

“Jared was very up front and honest and forced me to think outside of the box and have realistic goals. It’s not just the information they have for you, it’s getting you into the mentality of being a business owner,” she said.

One of the biggest challenges Rivera faced was financing. She got help from the SBDC with writing a business plan. They also provided information on what Rivera’s financing options were. She chose to go with an SBA loan. While it took a lot of personal sacrifice, Rivera said she had the support of family, friends and the SBDC.

She’s become more involved in the community by becoming a recognized breastfeeding friendly business. She also hosts showers for the March of Dimes program, Teddy Bear Den. She provides free classes on topics like breastfeeding and childbirth. Rivera said she loves being able to express her ideas and enjoys the freedom of being the business owner. She especially likes being able to bring her baby to work every day.

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.

“The best part of being an entrepreneur is that I no longer wonder if I am capable.

I know I’m capable!”

Nicole Rivera, Owner

jobs	
	revenues
growth	

