

2011 BUSINESS RECOGNITION

HOSTED BY
Utah State University
Price SBDC



OWNER
Michael Stream

NATURE OF BUSINESS
Car Detailing

CITY
Price

COUNTY
Carbon

PHONE
435.609.9185

BUSINESS STRUCTURE
LLC

BUSINESS BEGAN
Oct. 2009

EMPLOYEES
1 full-time, 2 part-time

SBDC CONSULTANT
Ethan Migliori



Mike Stream always wanted to open a business. After thinking about what he could be successful at and passionate about, Stream decided to open a vehicle detailing business. He said it's very satisfactory to see a dirty vehicle look brand new within a couple hours. Seeing the excitement on his customers' faces when the job is finished is worth the hard work.



Stream had already purchased his equipment and cleaning chemicals before being referred to the Price Small Business Development Center by a friend. He still needed to finish the paperwork associated with starting a business, and needed to figure out the details of day-to-day operation. Shortly after visiting the SBDC, Streamline was open for business.

Secret to Success

"Looking for ways to expand my services without going into debt. I started with auto detailing, then added headlight restoration, then rock chip repair."

"I have returned to the SBDC for advice on hiring new employees and how to continue to grow my business."

Starting the business has not been without challenges. By opening a business in a community he didn't grow up in, Stream had to work harder to establish relationships and build a clientele. He makes sure every job is done well and finds every chance to be a part of the community. Stream uses radio advertising, participates in local events and makes his customers feel important and appreciated.

The best part of having his own business is the flexibility it provides. He has the advantage of planning his appointments around his family, school and other obligations. Stream said he also enjoys being able to give back to his community by offering quality services and employment. He feels it's important to be active in the community. He participates in fundraisers by donating free services, and makes a point to have a booth in local fairs.

"If I am stingy with what the community has helped me achieve, how can I expect to grow my business?"

As Mike approaches his second year in business, he still has questions and needs advice. "My business can grow faster by avoiding the trial and error of trying to figure it out myself."

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.

"I was inexperienced in what I needed to do to legally start my business. I had a plan with no idea how to accomplish it. The SBDC helped point me in the right direction. They made me feel important. With their continued guidance and counsel, I am here."

Mike Stream, Owner

jobs

revenues

growth

