

California Small Business Development Centers

SUCCESS STORY #245

*Small Business
Success
Is Our Business*

Art of TV: Growing a decorative flat screen business

Art of TV

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BACKGROUND

After spending fourteen years in the Hi Tech field and start-ups, Bill Cardoza decided to start a business combining his passion for technology with his talent for product design.

Bill launched “Art of TV” to fill the market demand for a product that can integrate flat panel TV’s into interiors. His approach is to work with clients to design a product that not only blends seamlessly with an interior, but also becomes the centerpiece of a room’s decor.

CHALLENGES

Bill knew his business had great potential but was initially was unsure how to proceed. He had some initial successes and was starting to grow an impressive list of clients but had limited resources and needed assistance managing growth and cash flow.

He had great credit and strong relationships with his suppliers and, but there wasn’t enough money left over **to to** invest in the company’s future. Bill also needed to protect his intellectual property for his design concept.

ACTIONS

First, he met with Silicon Valley SBDC Susan Lewis worked with him on his unique difference in the marketplace by assisting him to define his core strengths—design and manufacturing. Then, to research his competition and current clients to assess the true value he offered from a customer’s perspective. He also wanted to minimize competition by communicating his niche and focus efforts on his target clients—to build a stronger brand and generate new business.

Second, a website review was conducted by SBDC-Technology Adoption Program Business Advisor Janet Wentworth. She provided insight into the user experience, search engine optimization and recommendations that would drive more traffic to the website.

Third, he conferred with Steve Schneider, Intellectual Property advisor, to review how to safeguard his designs and images. This would further distinguish Art of TV from competitors.

Fourth, his internal business processes were reviewed to improve his cash flow. Susan worked with him on his pricing and client payment terms. Bill also attended additional SBDC classes on basic booking and Internet marketing.

RESULTS

Bill is meeting and closing more deals with his target clients and had increased sales in 2010 by 30 percent with even more growth slated for 2011.

He has hired a bookkeeper and a CPA and marketing consultant so he has more time to work on his business development.



“I HAVE FOUND THE ASSISTANCE RECEIVED INVALUABLE. ART OF TV HAS GROWN BEYOND MY EXPECTATIONS AND THE SBDC IS DEFINITELY THE GO-TO PLACE FOR SMALL BUSINESS SUPPORT AND RESOURCES.”

