

**Background:**

Fraga Consulting Group was established in 2013 by my wife Rochelle Fraga, as a marketing consultant for real estate agents. Essentially, she serves as a marketing director for a large real estate brokerage here in South Florida, which has been her primary client for years.

I've been in consulting since 1998, working for large consulting firms, local government, and small businesses. In 2023, I decided to join Rochelle and expand the company by building a full-service management consulting company. The goal was to bring everything together and position us to work with the government entities.

Today, we focus on government consulting, but we've also expanded to serve mid-sized and small businesses. Additionally, we are venturing into technology development, creating tools to support businesses more efficiently.

Solution:

Being a consultant, I help businesses and agencies operate more effectively, but figuring out how to improve my own business was a challenge. Florida SBDC at FIU under the Business Growth and Acceleration Program (BizGap) played a huge role in refining our sales pitch, marketing, and strategic planning. The BizGap project in FL-27 is funded by a grant from the U.S. Small Business Administration (SBA). Focused on providing hyperlocal consulting, training and outreach to small businesses in targeted communities and commercial corridors.

I already had a business plan, but consultants from the BizGap Program helped enhance our strategic approach. The most significant achievement was obtaining government certifications,

which was my biggest goal. We successfully secured numerous business certifications, it was a long process, but invaluable.

As a next step, we recently hired our first employees to support operations, and we're continuing to build a strong structure, including refining our marketing and sales approach.

One of the other key takeaways from BizGap Program was the QuickBooks Trainings. Even though my wife has been managing finances for over a decade, we wanted to take it to the next level—ensuring we can understand our financials properly when we seek capital. We are in the process of setting those foundations now.

From the Owner:

Some advice I would like to share to any entrepreneur. Is make time for yourself as the grinding is non-stop which will lead to moderate success, but to scale significantly, you need a rested mind to think strategically. In addition, track your daily progress and most importantly embrace the journey to keep pushing forward is what matters.

Business Owner Name: Jorge & Rochelle Fraga

Company Name: Fraga Consulting Group LLC

Location: Miami, FL