



JC Supplier, LLC

Background

JC Supplier, LLC is a company dedicated to the distribution and marketing of consumer products such as chocolate and cookies. Our products can be found in gas stations, convenience stores, supermarkets, and minimarkets within the Miami-Dade area. We offer a diverse range sourced from various Latin American countries, including Venezuela, Colombia, and even some European treats, with a primary focus on snacks. Established in January 2018, JC Supplier has steadily grown each year, leveraging my experience as a sales manager in prominent Venezuelan companies. Our partnerships include reputable names like Nestle, Kinder, and a variety of national and imported beverages.

A key aspect of our approach involves tailoring our product distribution to specific locations. In Kendall, where there's a sizable Colombian community, we offer products that resonate with their preferences. Likewise, I've introduced Cuban products in Hialeah to cater to the local taste. In Doral, where the Venezuelan population is prominent, we've incorporated a selection of Venezuelan products. Furthermore, through networking, I connected with a Guatemalan importer, and we're currently exploring opportunities to distribute their products in Guatemalan markets.

Since 1996, I've been immersed in this industry, beginning my journey in Venezuela. Upon arriving in the U.S., I ventured into founding JC Supplier with the same passion. Witnessing the company's continual growth has been immensely fulfilling, and I'm sincerely grateful for the journey.

Solution

My experience with one of the spokes, Prospera through the Miami-Dade Business Navigator Program has been excellent. In fact, they welcomed me at the most critical point in my business journey. Due to inexperience of financial literacy, I made the unfortunate decision to borrow money from a lender. Mr. Ángel Leon, an Access to Capital Business Consultant from Prospera, kindly opened the doors of the program for me.

Under Mr. Ángel's expert guidance, we started working on the financial aspect of the business. The initial loan he assisted me with had a transformative impact, significantly boosting sales by 50-60%. Last year, we secured another loan with more accommodating terms of payment and even lower interest rates. That's what has helped me grow so much in such a short time. That money served as oxygen for the business, especially in terms of inventory.

Now, the sales have become more diverse. Previously, I only had Venezuelan products, but with these loans, I could access better suppliers, get better discounts, and participate in new promotions. Before, with my own capital, I couldn't secure good deals with major suppliers because I couldn't reach the required numbers. Thanks to Prospera, I was able to accomplish the goals I had set forth for the business.

This taught me that it's not just about knowledge; financing is crucial. That was what was missing - the financial aspect. Thanks to the Miami-Dade Business Navigator Program, it was a tremendous relief and significant help from Prospera.

From the Owner

"In my entrepreneurial journey, I've found that the key to success lies in a mix of knowledge, responsibility, and unwavering focus. Despite initial challenges, I persevered, attributing my resilience to a combination of consistency and continuous learning.

Seeking advice from Prospera proved invaluable. While a variety of advice could fill a day, the essence lies in prioritizing knowledge, responsibility, focus, and consistency. Overcoming the fear of the unknown, I've learned to embrace calculated risks and self-belief, understanding that results unfold gradually but surely. As business consultant Angel Leon from Prospera, told me recently knowledge is power, and it's true.

Having knowledge opens many doors because people start to have credibility in you without hesitation, thinking, "Well, this person knows what they're doing." So, that creates self-confidence, and everything moves forward."

Business Owner Name: Juan Perez

Company Name: JC Supplier, LLC

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Location: Doral, FL