

Chad Garufi**Lil Cruiser's Snack Shack**
702 Industrial Blvd.
Latrobe, PA 15650
Westmoreland County**Industry:**Quick Service Restaurant
NAICS 722513**Year Founded:**

May 2016

SBDC Assistance:Business plan, Inventory/Cost
Control, Marketing, Grand
Opening.**Additional Partners:**First Summit Bank,
Johnstown, PA**St. Vincent College SBDC**Aurelius Hall, 1st Floor
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Vintage Car Cruises Contribute to Marketing Efforts

Lil Crusier's Snack Shack is a Quick Service Restaurant featuring ice cream and sandwiches such as burgers and subs. The business is located on a busy thoroughfare in Latrobe, PA, and is gaining a strong following by hosting very popular weekly car cruises.

The business is owned and operated by Chad Garufi with his mother being the key employee. Chad and his family are owners of another successful business in Latrobe, Clearview Auto Repair, and had acquired the property with plans to move and expand their auto repair business. For a brief time, seven years earlier, the location had been the site of a fast food restaurant that closed suddenly due to the unexpected death of the owner.

The Director of the Saint Vincent College Small Business Development Center had been a long time customer of the auto repair shop. When Chad mentioned to him that in addition to moving the car business the family was considering re-opening the restaurant, our director suggested Chad enter into a consulting engagement with a specific staff member of the SVC SBDC that had a restaurant industry background.



"Our Consultant was very helpful." Chad Garufi

The initial meeting with the SBDC consultant focused on the concept of business plan development to serve both as a management tool in the operation of a business and as a means to convey ideas to a lender.

Over the course of the next two months, in conjunction with the business plan development, the SBDC consultant introduced Chad to the concept of inventory control and management, demonstrated how to calculate Cost of Goods, and how to determine pricing and

costing of the menu offerings. The consultant also explained the effect of margin squeeze and its negative impact on the ability to pay bill and the desired operation of a business.

Complimented by area demographics and industry research provided by the SBDC staff, a business plan was completed and submitted to a local lender. Mr. Garufi obtained a loan and opened his restaurant in May of 2016. Chad has and continues to directly benefit from the assistance provided by the Saint Vincent College Small Business Development Center.

