



## OFFICE OF SMALL BUSINESS ADVOCACY

You've dreamed of starting your own business or you've started your business only to find yourself struggling to grow. Now what? Sounds like it's time to contact the New Jersey Office of Small Business Advocacy, part of the NJ Business Action Center (NJBAC) under the NJ Department of State. Our advocates are here to offer support, advice and guidance as you develop and grow your business.

### THE FACTS

#### GROW STRONGER

New Jersey's small businesses are critical to the State's economy, with our more than **937,000 enterprises ranking 11th most nationally.**

#### FREE RESOURCES

The State, through the NJBAC, connects small businesses to the sources they need via [www.business.nj.gov](http://www.business.nj.gov) and its **live chat or 1-800-JERSEY-7.**

#### MEET THE EXPERTS

NJBAC hosts webinars and **live events to match business owners with up-to-date information,** key resources and people at the state and local levels.

### WHAT IS THE NJBAC?

We are a business-first resource that can help you get answers from government agencies, direct you to appropriate officials or contacts, follow-up with regulatory agencies and so much more, all at no cost and strictly confidential.

Whether you are an entrepreneur, own a business on "Main Street," are located on a corporate campus, or are interested in expanding your products and services through export, we're here for you. We are dedicated to solving your problems and maximizing growth opportunities.

### SUCCESS STORY

A Latina-owned bakery turned to the NJBAC when she wanted to expand and open an additional store. With NJBAC's help, she qualified for her certificate as a woman-business enterprise, found and secured new rental space for her second location at Newark Airport.



**NJBAC**

New Jersey  
Business  
Action Center

Live Chat with our business experts at [www.business.nj.gov](http://www.business.nj.gov) or Call  
1-800-Jersey-7 Monday-Friday from 8am to 5pm for more information

## SO HOW CAN WE HELP?

Our advocates can help you access a variety of resources tailored to meet your needs, including:

### REAL PEOPLE

Our business experts can be reached by calling 1-800-Jersey-7. The staff has extensive knowledge of the do's and don'ts of business in the Garden State. We offer guidance in both English and Spanish on starting a business, incorporating, and accessing government resources. The Live Chat also serves as an important resource in the event of emergencies, storms, and other disasters, providing crucial information and guidance to help businesses recover quickly after a crisis.

### BUSINESS MENTORS

Whether you are already in business or just starting, having a mentor provides a valuable resource, from creating a business plan to preparing financial statements or developing valuable social media strategies. We can connect you with programs around the state that offer one-to-one mentoring opportunities.

### FINANCING

Our advocates can refer you to a variety of financing options available to your business through the NJ Economic Development Authority and community-based micro-lending organizations. We can identify the specific programs for which your business may be eligible and help locate the resources that best meet your needs. Furthermore, we can assist you with credit repair services to help position a favorable application process.

### LICENSES & CERTIFICATIONS

We offer services that can help you trouble shoot issues you may encounter obtaining the license or professional certification you need.

### REGULATORY COMPLIANCE

We can coordinate with other state departments to quickly identify any challenges and formulate a sound and effective solution as you navigate state regulations. We can also provide redevelopment guidance and coordination for municipalities and developers.

### GOVERNMENT CONTRACTS

When it comes to procurement regulations and government contracts, we offer a variety of resources to help small companies take advantage of these important opportunities. From training and technical assistance, to email notification of requests for proposal (RFPs), our advocates can provide businesses with essential information so they are better positioned to compete.



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[www.business.nj.gov](http://www.business.nj.gov) • 1-800-JERSEY-7