

NJSBDC at William Paterson University (Passaic County)

**Josephine and Vincent Portali
Vincenzo's Barber & Hairstylist LLC
194 D Overmount Ave
West Paterson, NJ 07424
Phone: (973) 594-3434**



**William Paterson SBDC award winners, the Porteli's
The Portali's approached the WPUSBDC seeking advice about starting up of their first independent hair cutting and styling salon to be located in West Paterson. The beauty and styling business is extremely competitive. After being rejected by a local area funder, the Portali's sought the assistance of the WPUSBDC.**

The WPUSBDC helped Vincenzo's Barber and Hairstylists LLC with the development of a targeted business plan that clearly showed the true value of their business. Currently the Portali's are using their new loan to acquire equipment and leases for the starting up of the new Vincenzo's Barber and Hairstylists shop.

The Portali's have over 31 years of experience in haircutting and styling and have established a great reputation by cutting the hair of many well-known, well-groomed celebrities and area politicians. The Portali's skill and renown has become so extensive that now they even promotes their abilities of turning the "bad" haircut given by other stylists to his new clients into "great" cuts or styles. The Portali's are skilled in all types of haircutting styles suiting the both young and old.

“We at the WPUSBDC feel that The Portali’s have a great future awaiting their business and we look forward to providing additional business operating assistance as needed,” said Leslie Mirabeau, William Paterson University SBDC Director. “We would like to congratulate the Portali's on their perseverance in overcoming obstacles and being open to WPUSBDC assistance in helping them achieve their dream.”