

Small Business Success Awards 2004

**William Paterson University SBDC
Winners: Rafael, Nancy and Juan Zalazar
Business: King Upholstery, Inc.
779 Market Street
Paterson
(973)-684-9263**

After immigrating from Argentina in 1969, Rafael and Nancy Zalazar opened King Upholstery in 1972, to exercise a craft Rafael learned from his father. They rented a small shop and worked seven days a week for several years until they were able to hire three additional employees.

The committed staff stayed with King Upholstery through difficult times and now the Zalazar's son Juan has taken over the family business and is expanding with the assistance of the William Paterson University SBDC. Juan Zalazar realized that, although the company was doing well, they were turning away business because they did not have the space or employees to handle it.

After being turned down for conventional loans, Juan Zalazar sought the help of the William Paterson SBDC, where he was assisted in writing a business plan. "The team effort at the SBDC was a collaboration between Bill Tully, Bob Hille, Sonia Musa and Kate Muldoon, and they have become an invaluable asset to me and my company," said Juan. After closing on a \$100,000 SBA loan from Commerce, he is completing renovations and has hired two more employees, bringing them to a total of 15.

Rafael Zalazar has always maintained a high level of confidence in the services King provides, but he knew they needed help on the business side. According to Rafael, "The SBDC provided us this help, from writing a business plan to assisting with a marketing plan, and we are truly indebted to them. We look forward to what this relationship will bring to our customers, our company and the City of Paterson."



Rafael and Nancy Zalazar (from left) started King Upholstery in Paterson in 1972 and, along with their son Juan, worked with the William Paterson SBDC. WPU SBDC Director Kate Muldoon (center), Sonia Musa and consultant William Tully (far right) worked with the Zalazars.