

## Thai Burger



### Economic Impact:

- Capital Infusion: \$95,000
- Owner Investment: \$35,000
- Sales Increase: \$300,000
- Jobs Created: 5
- New Business Start



### Location:

San Diego, CA 92111



### SBDC's Assistance:

- Obtained Financing
- Business Plan
- Financial Projections
- Certifications/Permits/  
Licenses



“SBDC was the bridge to our success. To start, they helped get the loan we needed to open the business. Since then, the SBDC team has stayed with us along the way as we hired new employees and opened another location.”

- *Paripon Thitathan,*  
*President*

## Summary:

Paripon Thitathan knew he wanted to start a business, but was unsure where to begin.

Fortunately for Paripon, starting businesses is merely another day at the office for the **SBDC**.

After first creating a lender-friendly business plan including detailed financial analysis and projections, the **SBDC** team then helped Paripon successfully navigate through each step of the financing process.

When the dust had settled Thai Burger had gone from “Zero to Startup” in a matter of weeks, joining the ranks of several thousand area businesses that were started with significant assistance from the **SBDC**.

## Description of Business:

The Thai Burger Company has developed a passionate fan base for its authentic, Thai-inspired rice burgers, which the company delivers to its fans at high-traffic locations throughout San Diego County via its food truck or at their brick-and-mortar location in Linda Vista ([www.facebook.com/ThaiBurgerCompany](http://www.facebook.com/ThaiBurgerCompany)).

## Use of Capital Infusion Funds:

The company utilized its financing to purchase a food truck and kitchen equipment to begin operations.