

El Borrego



Economic Impact:

- Capital Infusion: \$161,000
- Owner Investment: \$105,000
- Jobs Created: 1.5
- New Business Start



Location:

San Diego, CA 92105



SBDC's Assistance:

- Obtained Financing
- Lease Negotiation
- Business Plan
- Financial Projections
- Permits & Licenses



Owners Rodnia and Rosario Sotelo

Summary:

When owners Rodnia Navarro and her mother Rosario Sotelo opened El Borrego, it was with one purpose in mind: to bring the traditional cuisine of Southern Mexico to San Diego.

Success did not come instantly - on the first day of business they sold four tacos. But word got out quickly, and soon they were selling 600 pounds of their specialty, barbacoa, every weekend with lines out the door.

Description of Business:

Featuring distinctive dishes made from decades-old family recipes, El Borrego has become a fixture in the heart of El Cajon Boulevard since its opening (www.facebook.com/elborregosd/).

Use of Capital Infusion Funds:

The financing was utilized for construction costs, new employees and working capital.