



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 New Jerseyans just like you here to offer support, advice and guidance as you develop and grow your business.

THE FACTS

GROW STRONGER

New Jersey's small businesses are a critical component to the State's economy, with our **more than 861,000 enterprises** ranking 11th most nationally.

FREE RESOURCES

The State is working to make it easier for small businesses to flourish, including **free small business consulting services** offered by the NJBAC.

MEET THE EXPERTS

NJBAC hosts **"Resources for Growth" events** that match business owners with state and county reps, lenders and community partners.



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, facilitate meetings and follow-ups 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 a business advocacy team within the Department of State, dedicated to solving problems and maximizing growth opportunities.

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 Helpline staff can be reached by calling 1-800-Jersey-7. The staff is a group of dedicated New Jerseyans with extensive knowledge of the dos 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 Helpline 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, having a business mentor can help your business succeed. We can connect you with programs around the state that offer one on 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.

WORKFORCE TRAINING & GRANTS

Hiring and retaining the right people is crucial to the success of your business. We can guide companies through the variety of state training grants and resources to help you recruit the best staff or train new and current employees. Advocates can help provide information on issues regarding employer responsibilities.

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 and be better positioned to compete.

EXPORT ASSISTANCE

If you want to start exporting your products and services, our Advocates can equip you with valuable information to help you grow your business globally. From exporting basics about regulatory compliance, custom procedures, reporting or other topics, we can put you in touch with our team of International Advocates from our Office of Export Promotion.



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