



**WINROCK**  
INTERNATIONAL



Enterprise & Agriculture

Arkansas Women's Business Center

### **Arkansas Women's Business Center**

Small businesses are the lifeblood of the American economy. They make significant contributions to the economy and bring innovative products and services to the marketplace.

In Arkansas, the percentage of women-owned small businesses is on the rise. According to the Small Business Administration (SBA) Office of Advocacy, the number of women-owned businesses in Arkansas increased 17 percent from 1997-2002.\*

To support this rising trend, Winrock International is expanding its substantial portfolio of entrepreneurial development programs by establishing an **Arkansas Women's Business Center (AWBC)** in El Dorado, Ark. The center helps women-owned small businesses start, grow, and compete in global markets by providing quality training, counseling, and access to capital.

### **Services**

Winrock's staff and team of professional consultants provide the following technical and financial assistance to women entrepreneurs:

- Assess interested companies to ensure disadvantaged entrepreneurs receive services.
- Assess current client capabilities.

- Provide opportunities to participate in training activities.
- Provide business plan development support.
- Develop market feasibility studies.
- Provide mentoring assistance.
- Enhance links to capital investments.
- Locate federal, state, and local funding assistance.

Computers are available for clients to prepare business documents, access online information, and participate in online training activities.

### **ARKANSAS WOMEN'S BUSINESS CENTER**

A PROJECT OF



Funded in part through a Cooperative Agreement with the U.S. Small Business Administration

### **For more information:**

[www.winrockusprograms.org/arkansas-womens-business-center](http://www.winrockusprograms.org/arkansas-womens-business-center)

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\* (SBA Small Business Profile—Arkansas, October 2009, latest data available)

Winrock International is a nonprofit organization that works with people in the United States and around the world to empower the disadvantaged, increase economic opportunity, and sustain natural resources.



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