

THE PEANUT PATCH

SBDC Client Success Story



CLIENT PROFILE

OWNER :

DONNA
GEORGE

LOCATION :

YUMA, AZ

INDUSTRY :

RETAIL TRADE

THE PEANUT PATCH

Donna George is a dedicated wife, mother of two daughters, and proud grandmother to five grandchildren. Her professional journey began with an 18-year tenure at Southwest Lumber, where she excelled as a salesman, bookkeeper, and assistant manager. In 1997, she transitioned to The Peanut Patch, a local gem where she has worked for 27 years. When the previous owner retired, Donna George seized the opportunity to purchase the business, preserving its cherished traditions while innovating and expanding the product line.

HOW SBDC ASSISTED THIS BUSINESS

The Peanut Patch, has been utilizing the invaluable resources of SBDC since 1998. She began her journey by taking classes such as "Webpage Development" and "Getting Your Business Online & Internet Marketing & Sales," which empowered her to adapt her business to the digital landscape. Over the years, Donna has consistently recognized the tremendous value of the SBDC's support in helping her navigate the ever-evolving market. In her recent efforts to appeal to a millennial audience, Donna sought guidance from the SBDC on innovative marketing strategies and fresh ideas for transitioning her business.

