



HONDO
ECONOMIC DEVELOPMENT
THIS IS GOD'S COUNTRY

BUILD & GROW: A SMALL
TOWN BUSINESS SERIES
**STARTING & GROWING
IN A SMALL TOWN**



WHY THIS MATTERS

Many small town businesses believe their growth is limited by location, population, or resources. But that is not the case. This case study series is designed to show what is possible and help point you in the right direction. By highlighting real strategies around mindset, timing, and reinvestment, it provides practical insights you can apply to your own business. Whether you are just getting started or looking to grow, the goal is to help you think bigger, make informed decisions, and build long term success right here in Hondo.

Wondering how to grow? Attend one of our in person workshops.



HUMBLE BEGINNINGS

Like many small businesses, this one did not start with a large storefront or a fully developed plan. It began small, with a simple idea and the willingness to take a chance. The founders made the decision to step away from corporate careers and pursue something of their own, trading stability for the opportunity to build a business rooted in their vision and values.

Growth did not happen overnight. Instead, it was built step by step through consistent effort, smart decisions, and a long term commitment to reinvesting in the business. Over time, what started as a small operation steadily evolved into something much larger. This approach highlights an important reality for small town businesses. Success is not about starting big, it is about starting and staying committed to the process of growth.

HEDC IS HERE TO HELP:

Starting a business or making the leap from employment to entrepreneurship can feel overwhelming, but you do not have to do it alone. The Hondo Economic Development Corporation is here to support you at every stage.

We can help you:

- Navigate the process of starting a business in Hondo
- Connect you with local, regional, and state resources
- Identify funding opportunities, including small business loans
- Provide guidance as you plan for long term growth

Whether you are just getting started or ready to take the next step, our goal is to help turn your ideas into a successful and sustainable business.



1. GROWTH THROUGH REINVESTMENT

Sustainable growth does not happen by chance. It happens when business owners make the intentional decision to reinvest back into what they are building. Rather than staying the same, this business grew over time by continuously putting resources back into improving and expanding operations.

EXPANDING WITH PURPOSE

Instead of making one large leap, growth happened gradually. As demand increased, the business expanded its physical space step by step. Each addition was a response to real customer needs and an opportunity to serve more people.

This approach reduced risk while still allowing for steady progress. It also ensured that growth was supported by actual performance, not just speculation.

TAKING ADVANTAGE OF LOCAL OPPORTUNITIES

Being in a small town does not mean there are fewer opportunities. In many cases, it means there is less competition and more room to grow.

As opportunities became available, whether through additional space, nearby properties, or new ideas, the business took action. Not every decision was perfect, but each one created a learning experience and opened the door for future growth.

The key was staying aware of what was happening locally and being willing to act when the timing was right.

REINVESTING BACK INTO THE BUSINESS

One of the most important factors in long term success is the decision to reinvest. Instead of pulling all profits out, this business consistently put money back into improvements such as:

- Expanding and updating retail space
- Enhancing the customer experience
- Investing in tools and systems
- Supporting marketing efforts

These reinvestments allowed the business to grow stronger over time and remain competitive, even as the market changed.

WHY THIS MATTERS

Growth is not just about increasing sales. It is about building a business that can continue to evolve and improve. Reinvestment creates the foundation for that kind of growth.

2. KEY TAKEAWAYS

Growth in a small town is not about luck or timing alone. It comes from consistent decisions, a long term mindset, and a willingness to keep improving. These key takeaways can help guide how you approach your own business moving forward.

START SMALL BUT THINK LONG TERM

Every successful business starts somewhere, and it is often much smaller than people expect. What matters is not where you begin, but how you think about the future.

Having a long term vision helps guide daily decisions. It influences how you invest your time, money, and energy. Even small improvements can lead to significant growth over time when they are aligned with a bigger goal.

REINVEST IN YOUR BUSINESS CONSISTENTLY

One of the most important drivers of growth is reinvestment. Businesses that continue to improve, update, and expand are more likely to stay competitive and relevant.

Reinvestment does not always have to be large. It can include small, consistent efforts such as upgrading equipment, improving your space, enhancing marketing, or investing in better systems.

The key is to view reinvestment as a regular part of doing business, not an occasional expense.

GROWTH REQUIRES INTENTIONAL DECISIONS

Growth does not happen by accident. It requires business owners to actively look for opportunities and make decisions that support long term success.

This might mean taking calculated risks, exploring new ideas, or stepping outside of your comfort zone. Being intentional means asking yourself if your decisions today are helping you get closer to where you want to be.

DO NOT GET STUCK IN “THIS IS ENOUGH”

Reaching a level of stability is a great achievement, but staying there too long can limit future growth. It is easy to fall into routines and stop looking for ways to improve.

The most successful businesses continue to ask what is next. They look for ways to serve more customers, improve their operations, and strengthen their brand.

3. ACTION STEPS

HOW TO START APPLYING THIS TODAY

Understanding these concepts is important, but taking action is what leads to real results. Use the steps below to begin applying these ideas to your own business.

LOOK AT YOUR SPACE: CAN IT GROW OR IMPROVE?

Take a fresh look at your current space, whether it is a storefront, office, or workspace.

Ask yourself:

- Is this space meeting my current needs?
- Could small changes improve the customer experience?
- Is there room to expand in the future?

Even minor updates like layout changes, signage, or organization can make a big difference.

IDENTIFY ONE REINVESTMENT YOU CAN MAKE THIS YEAR

Growth starts with a decision. Identify one area where you can reinvest in your business within the next year.

This could include:

- Upgrading equipment or technology
- Improving your physical space
- Investing in marketing
- Adding new products or services

Start with something realistic and impactful. One smart investment can create momentum for future growth.

ASK YOURSELF: WHERE DO I WANT THIS BUSINESS IN 3 YEARS?

Take time to think beyond day to day operations and focus on the bigger picture.

Consider:

- What do I want my business to look like in three years?
- How many customers do I want to serve?
- Do I want to expand, hire, or add new offerings?

Having a clear direction will help you make better decisions now.

EVALUATE IF YOU ARE OPERATING IN COMFORT OR GROWTH MODE

Be honest about how you are currently running your business.

Comfort mode often looks like:

- Sticking to what is familiar
- Avoiding change or risk
- Maintaining rather than improving

Growth mode looks like:

- Trying new ideas
- Looking for opportunities
- Making plans for the future

Recognizing where you are is the first step toward moving forward.

TAKE THE FIRST STEP

You do not need to do everything at once. Choose one action from this page and start there. Small, consistent steps over time lead to meaningful growth.