

Success Story

Topic: Web Design Contractor – Web Site Design, Web Hosting & Maintenance

Location: P.O. BOX 74174
East Baton Rouge Parish
Baton Rouge, LA 70874

Contact: Robert James Selders, II
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Outline of Need:

Robert Selders of Affordable Business Solutions (A.B.S.) wanted to expand his business to include marketing its services to larger institutions, which include city, state, and federal institutions. In addition, Selders identified the need to become more knowledgeable of basic business principles, including accounting and marketing practices. Affordable Business Solutions, LLC was formed as a web site design company with the mission of providing small to medium-sized businesses with affordable and professional internet and office related services. The idea of starting a web site design company came as a result of not being able to afford various business services while operating a previous business in 2005. Selders studied computer programming in high school as well as in college and decided to use the skills and concepts that he learned to form a web site design company in December of 2005.



How CRSBD Assisted:

The Center for Rural and Small Business Development (C.R.S.B.D.) assisted A.B.S. through providing entrepreneurial training that discussed basic principles of running a business, financial

training, loan package preparation, and extending the invitation to bid on the development of the C.R.S.B.D website.

Results and Outcome:

As a result of assistance provided by the C.R.S.B.D, Selders now works in his business on a full-time basis. The company has been able to increase the number of clients it serves from 3 clients to 45 clients in a span of 2 years, and is now planning to hire three employees within the next 6 months. Other successes include being awarded state contracts for website development from large institutions such as BREC Independence Park Theatre, Opelousas City Court, Southern University Center for Rural and Small Business Development, Southern University Center for Rural Initiatives, and securing a subcontract with a local engineering firm to setup computers and assist with database management for the Louisiana Road Home Project. In addition Selders was presented with The Entrepreneur Award by the Southern University Agricultural Research and Extension Center's Center for Rural and Small Business Development in March of 2009.