JAYA SHRIVASTAVA
DASH OF MASALA

WILLIAMSON COUNTY | AUSTIN TX

SITUATION: SBDC advisor Dick Johnson and Jaya Shrivastava have been working closely together since 2011. Jaya created a drinkable yogurt called Sassi Lassi that she originally sold at farmers markets. She has since greatly expanded her product, which is being sold in HEB stores, and has recently been accepted by Walmart and Sam's Club to be included in their product offerings.

CRITICAL ISSUE: Jaya and Dick recently connected to discuss entry into new stores, issues related to new packaging, and keeping her product in stock.

SBDC PROVIDED: Dick advised on major issues relating to keeping Jaya’s product in stock with the entry into the new stores, and an expansion from 135 to 150 HEB locations. They also strategized for future job increases. Dick and Jaya sat down with multiple bankers to discuss additional funding to keep up with supply and demand.

RESULTS/ IMPACT: Jaya received funding from Wells Fargo and invested her own funds in order to purchase additional items needed for her business and retain jobs.

- Owner Investment: $30,000
- Retained Jobs: 9
- Commercial Loan: $65,000 Wells Fargo
- Business Expansion
- Sales Increase: $236,000
- Part Time Jobs Created: 5