



**Small Business
Development Center
Saint Vincent College**

*Helping businesses
start, grow, and prosper.*

Radah Ghash
**Sittay's Mediterranean
Kitchen**
33 E. Pittsburgh St.
Greenburg, PA 15601

412-206-2918

Westmoreland County

Industry:
Limited Service Restaurant
NAICS 722513

Year Founded:
May 2021

SBDC Assistance:
Business Valuation
Financial Analysis
Industry Research
Business Plan Development
Financial Projections
Budgeting

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Sittay's Mediterranean Kitchen

Radah Ghash first approached the Saint Vincent College Small Business Development Center in June 2021. Ms. Ghash had until recently worked for the Oakmont Pennsylvania Turnpike travel plaza where she managed three restaurants until her position was downsized due to the COVID-19 pandemic. Radah had worked in the food industry since she had immigrated from Syria in 2000, starting as a server and working her way up to corporate management.

Ms. Ghash had always had a passion for preparing her own food, learning to cook from her mother and grandmother. She viewed her downsizing as an opportunity to realize her dream to open her own food business. Radah discovered an ideal location in Downtown Greensburg and with her fiancé began the design and renovation of a new restaurant.

Unfortunately, Radah depleted her own funds before completion of the renovation and she approached a local bank for a personal loan to complete the project. She was turned down for the loan request, the reason given was that she did not have income to support the loan request.

During her initial teleconference with the Saint Vincent College Small Business Development Center, Radah's consultant advised her to approach the Progress Fund, a local Community Development Funding Initiative (CFI) for the funds needed to complete her project. The consultant explained the commercial lending process and that unlike a bank a CFI's first priority is economic development. Developing a business plan to support her funding request to The Progress Fund was agreed to be the focus of her consulting engagement with the SBDC. The consultant emailed Ms. Ghash an electronic version of the Step-By-Step Guide to Developing a Business Plan and together they reviewed the questions contained in the guide and possible answers to those questions.

Radah Ghash returned her completed guide to the SBDC consultant. Using Radah's information coupled with industry and demographic research prepared by the SBDC staff a formal business plan containing detailed financial projections was prepared, presented to The Progress Fund, and subsequently approved by the CFI.

Ms. Ghash benefitted from the services provided by the Saint Vincent College Small Business Development Center. She showed her appreciation by sending SBDC support letters to the local elected Pennsylvania elected officials.