OFFICE OF SMALL BUSINESS ADVOCACY

You've dreamed of starting your own business or you've started your business only to find yourself struggling to grow. Now what? Sounds like it's time to contact the New Jersey Office of Small Business Advocacy, part of the NJ Business Action Center (NJBAC) under the NJ Department of State. Our advocates are here to offer support, advice and guidance as you develop and grow your business.

THE FACTS

GROW STRONGER	FREE RESOURCES	MEET THE EXPERTS
New Jersey's small businesses are critical to the State's economy, with our more than **952,000 enterprises ranking 10th most nationally.**	The State, through the NJBAC, connects small businesses to the sources they need via business.nj.gov and its **live chat or 1-800-JERSEY-7.**	NJBAC hosts webinars and **live events to match business owners with up-to-date information,** key resources and people at the state and local levels.

WHAT IS THE NJBAC?

We are a business-first resource that can help you get answers from government agencies, direct you to appropriate officials or contacts, follow-up with regulatory agencies and so much more, all at no cost and strictly confidential.

Whether you are an entrepreneur, own a business on "Main Street," are located on a corporate campus, or are interested in expanding your products and services through export, we're here for you. We are dedicated to solving your problems and maximizing growth opportunities.

SUCCESS STORY

After working with a NJ based Beverage Company, a Small Business Advocate recognized their potential as a global business and connected the company with the NJBAC Export Promotion team. In 2023 the company joined the NJBAC at the New Jersey Pavilion at the Summer Fancy Food Show to introduce their products to the global beverage market, where he stated to the Small Business Advocate, "Without your advice, I would not be here today."

SO HOW CAN WE HELP?

Our advocates can help you access a variety of resources tailored to meet your needs, including:

REAL PEOPLE

Our business experts can be reached by calling 1-800-Jersey-7. The staff has extensive knowledge of the do's and don'ts of business in the Garden State. We offer guidance in both English and Spanish on starting a business, incorporating, and accessing government resources. The Live Chat also serves as an important resource in the event of emergencies, storms, and other disasters, providing crucial information and guidance to help businesses recover quickly after a crisis.

BUSINESS MENTORS

Whether you are already in business or just starting, having a mentor provides a valuable resource, from creating a business plan to preparing financial statements or developing valuable social media strategies. We can connect you with programs around the state that offer one-to-one mentoring opportunities.

FINANCING

Our advocates can refer you to a variety of financing options available to your business through the NJ Economic Development Authority and community-based micro-lending organizations. We can identify the specific programs for which your business may be eligible and help locate the resources that best meet your needs. Furthermore, we can assist you with credit repair services to help position a favorable application process.

LICENSES & CERTIFICATIONS

We offer services that can help you trouble shoot issues you may encounter obtaining the license or professional certification you need.

REGULATORY COMPLIANCE

We can coordinate with other state departments to quickly identify any challenges and formulate a sound and effective solution as you navigate state regulations. We can also provide redevelopment guidance and coordination for municipalities and developers.

GOVERNMENT CONTRACTS

When it comes to procurement regulations and government contracts, we offer a variety of resources to help small companies take advantage of these important opportunities. From training and technical assistance, to email notification of requests for proposal (RFPs), our advocates can provide businesses with essential information so they are better positioned to compete.

SMALL BUSINESS MANUAL

Download a set of streamlined instructions on how to start a business in New Jersey: https://www.nj.gov/state/bac/small-business-manual/

NJBAC | New Jersey Business Action Center
Answers, Advocacy, Connections

NEW JERSEY DEPARTMENT OF STATE