



South Central Idaho

# Planning makes perfect for brothers' auto shop dreams

2017



Casiano's Auto Repair

Ivan Casiano  
Jose Casiano  
535 Minidoka Avenue  
Burley, Idaho 83318  
Started: 2014



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College of Southern Idaho alums, Ivan and Jose Casiano, graduated with certifications in automotive repair. When they inquired about starting their own business, instructors directed them to the Idaho SBDC. They attended the center's business planning course and developed a draft business plan with a target market of the Hispanic population in the Mini-Cassia Area.

One of the most valuable pieces of advice from the SDBC was to develop key relationships with the banker, accountant, and attorney. In 2014, when financing was secured, Casiano's Auto Repair began operations in a leased facility. In 2016, they decided to purchase the building and land as well as the adjacent lot for future development. By 2017, they had added the sale and support of tires and rims.

Ivan and Jose plan to expand the existing business, develop an adjacent business that compliments the current operation and broaden their target market. They enjoy having control of the business, and the business not controlling them.



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BUSINESS SUCCESS**