

NODI Snack Lounge LLC

SBDC Client Success Story



NODI SNACK LOUNGE LLC

As an SBDC business counselor, Mayra not only grows her own business but also mentors others to succeed. Based in Yuma, Arizona, she founded NODI Snack Lounge LLC, a mobile snack business offering a unique snack experience for events like birthdays, quinceañeras, and weddings. The name "NODI," short for "No Diet," reflects the brand's fun and inclusive approach to indulgence. Since launching NODI while balancing college and part-time work, Mayra has transformed her passion into a thriving venture. With plans to expand into a permanent location, she envisions a space that celebrates, culture and community.

HOW SBDC ASSISTED THIS BUSINESS

SBDC has been instrumental in supporting Mayra's journey as an entrepreneur. Through their guidance, she gained valuable insights into business strategy, marketing, and website design, which helped her refine and grow NODI Snack Lounge LLC. The SBDC's mentorship provided Mayra with practical tools for long-term sustainability, enabling her to strengthen her business operations and expand her community presence. Their support has been a key factor in Mayra's ability to transform her side venture into a thriving business.

CLIENT PROFILE

OWNER:

MAYRA
FRANQUEZ

LOCATION:

YUMA, AZ

INDUSTRY:

SNACK AND
NONALCOHOLIC
BEVERAGE
BARS

NODI
SNACK LOUNGE

