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Entrepreneur Polishes Off the Competition

Mount Vernon, NY— With a business model designed to take advantage of its competition's shortcomings, Metal Man Restoration of Mount Vernon is poised for continued growth in the New York metal polishing and plating services industry.

Local building managers and homeowners in need of façade and ornament polishing services (think of those brass doors, doorknobs and railings) had few choices in the past but to contract with New York City-based companies. With lower pick-up and delivery costs as well as offering quicker turnaround than those options, Metal Man is experiencing steady growth. Other Metal Man advantages over its competition are lower labor costs and in-house electroplating.

Due in part to those advantages, Metal Man has grown from a one-man, 200 square-foot basement operation, to a 5000 square-foot showroom and factory which employs up to 13 people when things get busy.

Metal Man founder and owner, Anthony Guglielmo, holder of a master's degree in computer sciences, quit his job in 2003 as application developer at the Federal Reserve Bank of New York to pursue his entrepreneurial vision. He decided that his side job at the time, polishing silver, lamps and doorknobs for local residents at night and on weekends to earn a few extra bucks, could be grown into a full-time business where he would be the boss.

Originally, Guglielmo went door-to-door in residential neighborhoods and attended antiques trade shows to round up business. Since, and by concentrating on the more lucrative commercial market, the business has grown to three distinct operations--- residential service, metal maintenance and cleaning, and manufacturing/electroplating. The company aims to provide start to finish restoration of virtually any indoor and outdoor metal product.

When he was ready to move to the storefront, Guglielmo took advantage of the U.S. Small Business Administration's guaranty loan program to secure a loan \$34,000 from JP Morgan Chase to renovate the new space. With new orders coming in from the Bronx Zoo among others, and with projected revenues of up to one million in two years, Metal Man is in the market again for even larger quarters.

This successful business owner enjoys sharing tips and insights with other entrepreneurs. "To grow a business you've got to love what you do. I love every day I'm here," says Guglielmo. He now spends his evenings studying his competitors and continuously fine-tuning his five-year business plan. He offers, "If you have what you think is a good idea, keep going with it despite what others may say. With a lot of hard work and by staying focused on your business plan, which should stretch five years out, you can be successful."

When he's not taking care of business, Guglielmo also takes the time to do some gratis polishing work for the Archdiocese of New York. That charitable work reflects Guglielmo's philosophy and additional advice for aspiring entrepreneurs--- "Be nice to people, be nice to your customers."

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