

Small Business Owner's Guide to Success: A Q&A with Garnica Enterprises, Francisco Garnica

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In 2006, Francisco Garnica walked into the IRS office hoping to begin the process of starting his own wood-flooring business. Thirteen years later his company has grown from just one-man shop to a small business that has succeeded in the wood-flooring industry. In an interview, Garnica reflects on his success, reveals the direction of the company's future and gives advice to aspiring entrepreneurs.

You have been the owner of Garnica Enterprises LLC for 13 years now. What has kept you motivated throughout these years?

Francisco Garnica: Throughout my years as a business owner, and as a carpenter in general, I have always enjoyed seeing customers' reactions to my work. I value my customers and I take pride in my work.

When did you realize you wanted to build your own company?

I was previously employed at another wood-flooring company where I worked long hours. I felt that I didn't have as much family time as I wanted. My kids are very important to me and I didn't want work to take away from my time with them. I knew I wanted to manage my own time and create a balanced schedule. I was encouraged by one specific client when they suggested to start my own company. "Name it Francisco Wood Floors," they said. I liked the idea and I went for it. However, I did change the name to Garnica Enterprises LLC after 10 years.

Explain how you felt starting your own company.

In the beginning, I had my "weak days" when there wasn't much work for me. But as the months went by, my business took off and I felt I didn't have enough time or help to do it all by myself. In my previous job I had built a network, and in that aspect, I felt confident I could use my connections to recruit the help I needed.

How do you feel about where you and your company currently stand?

I feel happy. I feel like I am in a solid place with four employees. I wouldn't like to expand my company much more than this; it would be too much time, stress and energy spent in managing and coordinating employees and jobs. So, I'm happy the way everything is.

What do you suggest the root of your success is?

There was plenty of hard work put into this company; but, being honest and consistent was a big part of it as well.

You mentioned networking. How important would you say that is?

I would say it is “the key to every business.” I believed the more contacts you have, the more business you will make.

Being a business owner of 13 years, what advice could you give to someone starting their own business?

First of all, know how business works in your industry. It’s important to know your business very well and understand the work put into a company. I would say you have to “put yourself out there and socialize.” You have to gain people’s trust and be reliable and serious. “Don’t let people down.” Finally, “you have to enjoy what you do.”