

A look inside the world of small business

Keeping the old stuff alive and kicking

BUSINESS NAME: The Audio Specialist

BUSINESS ADDRESS: 13251 Ventura Blvd. Suite D, Studio City

PHONE: (818) 995-8648

WEB SITE: www.audiospecialist.com

OWNER: Howard Bardach

ESTABLISHED: 1978

NUMBER OF EMPLOYEES: Two

DESCRIBE YOUR BUSINESS: We service and sell all kinds of vintage and current home entertainment and professional equipment, including turntables, speakers, reel-to-reel recorders. We specialize in stereo components and quality vintage audio vacuum tube equipment.

IS THIS YOUR FIRST BUSINESS? Yes

WHY DID YOU START THIS BUSINESS? I was exposed to good sound and music at a very early age and was fascinated by what it was that made it work. As a youngster, I would hurry to finish my homework so I could assist my father in his shop and hear all about the early pioneers in the audio industry. I love my work and enjoy bringing good-sounding music to my customers' ears.

WHERE DID YOU GET THE IDEA? I always knew that working in electronics was my calling, so I tried to learn and absorb as much as I could. When I finished college, I wanted to own my business and work independently.

HOW LONG WAS IT FROM CONCEPT TO OPENING? One year.

WHAT DID YOU DO DURING THAT TIME? I started in my parents' garage. I bought the necessary test equipment, got my business license, insurance, spoke to people in the same field and distributed fliers for jobs.

WHAT WERE YOUR STARTUP COSTS AND HOW DID YOU FINANCE THE BUSINESS? I applied for a loan and got \$5,000, plus some savings.

WHO DID YOU RELY ON FOR ADVICE? People in the industry.

WHAT HADN'T YOU CONSIDERED BEFORE OPENING? The speed of the ever-changing technology, facing the many repair and financial challenges, working late into the night and surviving as a small businessman.



Howard Bardach opened his Audio Specialist store in Studio City because he valued vintage electronics and enjoyed "bringing good-sounding music to my customers' ears."

Evan Yee
Staff Photographer

WHAT IS YOUR EXPECTED REVENUE THIS YEAR? \$175,000

WHAT GOALS DO YOU HAVE FOR THE COMPANY? To let people know that I'm here. I enjoy

interacting with people, and they in turn express their appreciation to me. They tell me I'm a dying breed. Many of us have electronic gear sitting on the shelves collecting dust. Bring it in for restoration, consignment or recycling. We can breathe life back into it, and I

will oblige my customers to repair, sell and stay in business as long as I possibly can.