



**Small Business  
Development Center  
Gannon University**

*Helping businesses  
start, grow, and prosper.*

**Melissa and Ron Martin**

Owners, Smoky Martins  
BBQ  
(724) 308-7557  
3061 E. State St  
Hermitage, PA 16148

**County:** Crawford and  
Mercer County

**Industry:**  
Food

**Year Founded:**  
2014

**SBDC Assistance:**  
Business Plan Development  
Financial Projections  
Feasibility Study

**Consultant:** Shane Foster

**Additional Partners:**  
One Federal Credit Union  
Hermitage RDA

**Gannon University SBDC**  
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## Smoky Martins BBQ Expands into Hermitage, PA, with the Assistance of Gannon University SBDC!

Smoky Martins BBQ, headquartered in Meadville, PA, specializes in authentic slow-cooked meats and wood fire pizzas expanded into the Hermitage market with assistance from Gannon University SBDC.

Owned and operated by Ron and Melissa Martin, Smoky Martins BBQ



started with humble beginnings in 2014. Ron and Melissa purchased a small smoker and trailer. They were only operational a few days each week and were stationed in the diamond in Meadville, PA. Soon word spread throughout the town of their impeccable reputation for high-quality food, and their

following grew overnight!

Smoky Martins soon found itself with a permanent home on Park Ave. in Meadville, PA. But the Martins' ambitions did not stop there! Ron knew his product and services worthy of expansion, and he began looking for a second retail location.

The Martins began working with Gannon University SBDC during their initial launch in 2014. They received valuable resources in determining their feasibility, financial forecasting, market analysis, and guidance for his initial launch into a brick and mortar location. Ron continued to work with the SBDC while in operation and sought assistance during his expansion plan.

The Martins' consultant was Senior Business Consultant Shane Foster. Shane assisted Ron with developing a feasibility study of multiple markets. When Ron found his dream location for expansion, he immediately consulted with Shane. Through the assistance of the SBDC, Ron was able to develop a business plan and financial projections. These items lead to a successful capital acquisition through One Federal Credit Union and the Hermitage Redevelopment Authority.

With the successful opening in April, Smoky Martins now employs 12 full-time employees. The Hermitage community welcomed the Martins with strong support, and sales are surpassing projections! Ron and Melissa plan to continue to work with the SBDC to monitor finances and marketing. But more importantly, the Martins' ambitions won't stop with just two locations. Ron looks forward to expanding Smoky Martins BBQ into more areas, and the SBDC will undoubtedly continue to support them!



**Success Story**