Woman Lives Her Dream of Business Ownership

Tanya Hall has always dreamed of owning her own business. She did her research and determined that the city of Hamilton, Alabama needed a fitness center. However, Hall was stuck and she needed help in making her dream a reality, so she turned to the Small Business Development Center (SBDC) and the University of North Alabama.

The UNA SBDC assisted Tanya in preparing a business plan and loan proposal and worked with Peoples Trust Bank through the Small Business Administration loan program in order to provide financing for her business.

In 2006, Hall opened Women’s Fitness Health & Wellness Studio, which was marketed toward women, but was available to anyone. In 2008 Hall decided to expand her business to make it a more co-ed environment and allow 24-hour access to members, due to increased interest in her services. After these changes were made, memberships doubled and Hall changed the name of the business to I-Deal fitness.

In November 2011, I-Deal Fitness moved to a new location that is closer to the schools, park and recreation center. The new location has also been approved for school buses to drop off there, which is allowing Tanya to start on her next project, which is an after school program to help kids get exercise.

After Hall makes her last SBA loan payment, she plans to seek financing to purchase the building that her business in currently in. Hall credits the UNA SBDC with allowing her dreams to come true.

“Carolyn Long (UNA SBDC) provided me with an abundance of information and helped me implement my ideas; she helped me come up with an accurate business plan and she was with me every step of the way,” said Hall.

I-Deal Fitness continues to grow and service the needs of the community thanks to Tanya Hall’s vision and help of the SBDC.