



Professional Karate Institute Mixed Martial Arts (PKIMMA)

Website: www.pkimma.com

Location:

5871 Babcock Rd, San Antonio, TX 78240-2179

Years in Business: 33

Business Started: 9/8/1989

Accredited Since: 11/16/2018

About PKIMMA

When Sensei Scottie C. Jackson stands before a class at the PKIMMA studio, his students light up with energy and focus. Guided by a set of pillars – fitness, self-defense, and character development – his vision is to create a place for people from all walks of life to feel safe and inspired.

PKIMMA was founded in 1989 and is considered the place to learn the unique martial-arts style Ju Ki Do. His students vary in age, skill level, and need. He offers fitness programs as well as teaches leadership and self-defense.

A third-degree blackbelt in the Ju Ki Do system of martial arts, his demeanor may appear intimidating, but it's his business acumen that throws the strongest punch. He is not only a passionate small business owner, but also an avid film producer, multimedia designer, and former software developer.




Business Challenge

Sensei Jackson became the owner and operator of PKIMMA San Antonio in 2013. He started with only a handful of students and today serves more than 100. But like many small business owners, his biggest challenge was marketing and creating a lasting brand experience that would ultimately drive people into his studio to embrace the benefits of mixed martial arts.

A Commitment to Higher Standards

Built upon principles of leadership, PKIMMA is value-driven. Sensei Jackson requires his students to learn and embody each of these values, including integrity, honor, and excellence. When considering Accreditation, he noted how the BBB Standards for Trust overlap with PKIMMA's leadership values.

 ***The Standards of Trust is about transparency, and I teach my students that if your integrity is intact, then there's no problem with transparency; we operate our business in that fashion," Sensei Jackson told BBB.***

"Part of operating my business with integrity is by advertising honestly. In my marketing, I use the concept of saying less and giving more, which helps build trust and loyalty."



Impact of BBB Accreditation

PKIMMA became BBB Accredited in 2018. Sensei Jackson says he continuously relies on BBB's services, including customer reviews, mediation, and arbitration, to help him address customer concerns. Today, he proudly displays his BBB Accreditation Seal and says his A+ rating boosts his brand.

“One of the beautiful things about Better Business Bureau is the standards of trust that they’ve established,” he explains. “The Standards of Trust match with what we teach from the standpoint of loyalty, integrity, and service.”

Final Results

Sensei Jackson says that since becoming BBB Accredited, he’s tripled the number of active students. While he has goals of continuing to grow his business and earn positive reviews, he tells BBB that his Accreditation and leadership principles help him recruit preferred clients who share the same values.

By operating his business with a business model built on honesty and honoring promises, he has created a culture where students feel empowered despite any challenges or disabilities they may face.

“We express integrity by telling the truth. We express integrity by doing what we know is right, regardless of the circumstance.”