



**Small Business
Development Center
Saint Vincent College**

*Helping businesses
start, grow, and prosper.*

**Laura Knopf
Cathy Voss
245 South Main Street
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Serenitybeadshop.com

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Westmoreland County

Industry:
Craft & Hobbies

Year Founded: 2017

SBDC Assistance:
Business Plan Development
Pro Forma Development
Industry Benchmarking
Market Study
Location Assessment

St. Vincent College SBDC
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Serenity Bead Shop

The store's mission is to create fuel for people to express, learn and nourish their artistic side.

Owners Laura Knopf and Cathy Voss are striving to provide the local artistic community with a wide variety of tools, supplies and educational classes to meet all their jewelry making needs. They will also provide studio space for customers to lease space to use various tools and machines that they might not otherwise have access to.

Customers will come from all experience levels, techniques and styles. They will also target the beginner to the craft as a way to expose them to this new form of artistic expression. The owners will strive to create a destination atmosphere. Laura and Cathy hope to fill the niche of a well-rounded bead store that is missing in the area. They will have a wide variety of gemstones, Czech glass and other unique supplies. There will be a teaching area that has ample room for well attended classes that will not be disturbed by shoppers.



Laura and Cathy first approached the Saint Vincent College SBDC in early 2017 with the goal of completing the business planning process to acquire funding. The first step was to develop a Business Plan with Financial Projections to show the anticipated growth potential. The second step was to start having conversations with area lenders to gauge their interest in the project. The business successfully acquired financing from a local economic development micro-lender that allowed them to purchase and remodel according to their plan.

Laura and Cathy enjoyed a September 2017 Grand Opening at their new location. They have now become part of the rejuvenation that is taking place in the Downtown Business District within the City of Greensburg.

Success Story