

Reimagined Resale

Looking for a great find?



"I'm so grateful that I found the SBDC; not only did they help me to create a stellar Business Plan, but they really helped me to develop the foundational elements of my small business. I would not be where I am today if it weren't for the assistance provided by the SBDC. "

Jillian Zaracki

Client Name:
Reimagined Resale
512 Main Street
Irwin, PA 15642

Contact:
Jillian Zaracki

Telephone: 412-539-7063
Sales: jillianzaracki@gmail.com

Industry: Thrift Store

Year Founded: 2015

SBDC Assistance:
Industry/ Market Research
Business Plan
Financial Projections

Saint Vincent College SBDC
Vickie Gyenes, Global Trade
Manager, NASBITE CGBP,
MSM-OE
300 Fraser Purchase Road
Latrobe, PA 15650
724-537-4572
<http://sbdc.stvincent.edu>
Email: sbdc@stvincent.edu



Reimagined Resale, located in Irwin, Pennsylvania, is the concept of founder Jillian Zaracki. Reimagined Resale offers customers a comprehensive range of high quality pre-owned items at affordable prices. The store is an eco-friendly "green" business committed to achieving sustainable growth through the recycling of goods and fostering of mutually beneficial relationships with their customers.

The goal of Reimagined Resale is to help others see old things in a new way, using design and display to highlight the second-hand/ pre-owned item market within the larger retail market.

In the fall of 2015, Jillian Zaracki approached the SBDC for assistance in registering a business in Pennsylvania. Based on the consultation, it was recommended that Jillian complete a business plan and financial projections for her store to determine if additional finances would be needed to help monitor the proposed business. Jillian was in agreement. She had started a plan; however, additional information was needed in order to complete the plan. The SBDC assisted Jillian in obtaining market and industry information for the plan and with determining if commercial financing would be required for the start-up business.

Working with the client, financial projections were created to determine what amount of financing would be required. In addition, make certain that the sales projections would support the proposed business.

Jillian submitted her request for a commercial business loan, along with a copy of her business plan, to a local financial institution. Her loan was approved for funds to cover start-up and some of the initial purchases and equipment needed to open the store.

Reimagined Resale was established as a business in Pennsylvania on September 14, 2015, and the store location was selected at 512 Main Street in Irwin. Jillian is in the process of preparing the site, working on merchandise displays, and getting ready for Reimagined Resale to be open to the public by March 2016.