

Blossoms and Branches LLC

For Every Occasion

Owners Lynnette Schrack and Loretta Auckerman first approached the St. Vincent College Small Business Development Center during the Fall of 2018. Having worked in the floral industry for decades they were both given the opportunity to purchase their employers operation. This City of Latrobe employer had been around for 30 plus years. Lynnette and Loretta were referred into our office by a local lender with the need for a strong Business Plan and Financial Projections.

During the initial assessment they were exploring the purchase of the business operation in addition to the real estate. Analysis quickly determined the real estate was not worth purchasing. Lynnette and Loretta were determined more than ever to follow their dream of a floral shop. The search began for an alternate location. During the Summer of 2019 a residential property became available within the City of Latrobe boundaries. Staying within the City limits was their preference and so the purchase was made and the needed renovations completed. The retail store opened for business in the early Fall of 2019.

The floral industry is a very customer loyal retail sector. This proved true for Blossoms and Branches as customers did seek out Lynnette and Loretta. Blossoms and Branches LLC will sell fresh and silk floral arrangements, gift and keepsake items, gourmet fruit and goodies baskets, as well as rental items for a special event. Because the precision in design and detail there is no doubt customers will be extremely pleased and frequently return.



Short-Term goals will include the partners establishing a presence in the community by launching their brand name and executing the company's mission. They will also introduce an exclusive product line and strive to achieve quality customer service. Short-term promotional goals will include utilization of social media platforms and posters in local high schools as well as pieces in school and community sports programs, church bulletins, newspapers and wedding resource planning systems such as "The Knot" and "Wedding Wire".

Long-Term goals during the second year will be to increase customer base by 100 or more people as well as supplying quality products to at least 10 weddings within the end of the year.



**Small Business
Development Center
Saint Vincent College**

*Helping businesses
start, grow, and prosper.*

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Success Story