

Small Business Plan Pays Off

By: Nancy B. Howell, Volunteer for See Lancaster

When you walk into Southern Attic at 700 S. Market Street in Lancaster, you are very aware someone had a plan and carried it out. The environment is pleasant and well laid out, giving you the feeling whoever owns it knows what they are doing. Marian Hinson and Beth Aldridge had an idea, developed a plan and today they have a place where they can offer other entrepreneurs an opportunity also.

Southern Attic stemmed from memories Marian had of Columbus, Mississippi where she could shop in similar stores that offered a variety of different vendors. She moved from her first venue in Lancaster when her new partner, Beth, joined her and they expanded their concept. They developed their own format for their business plan and have followed through on bringing to reality their dream. They are offering to Lancaster a much-needed outlet for crafters who can show their handiwork year round. But, Marian and Beth knew there had to be more to draw shoppers. So vendors are offered an opportunity to display much variety from collectibles to decorations for the home, along with original hand-made items by the crafters.

Crafters will also be offering classes of many different kinds, starting in February, including children's fun classes for Valentine creations. We have long needed a place for crafters to come together, be able to associate, promote their businesses and in general be recognized. Southern Attic is offering this.

The Chamber of Commerce recently offered a Small Business seminar on developing a plan for your future business. See Lancaster encourages anyone who is thinking of starting a business to either develop their own business plan or go to any of a number of sources to help with such a beginning. It is an invaluable tool to lay out where you are going, keep you on target and help you reach your goals.

Marian and Beth knew that TV's HGTV program, Trash to Treasures, had encouraged people to be their own decorators and look for the unique and different. With that idea in mind, they are offering much to choose from right here in Lancaster - no need to shop anywhere else - and that is what See Lancaster is all about - keeping shoppers here where there is much to do, see and buy.