

Melanie Walker
Owner, The Market
Boutique on Main
(724) 373-8641

County: Mercer County

Industry:
Retail

Year Founded/Acquired:
2017

SBDC Assistance:
Business Plan, Financing

Consultant: Jill Newcomer

Additional Partners:

The Market Boutique on Main Street

While travelling in Tennessee, Melanie Walker found inspiration and an idea for a business in downtown Greenville. There was a specialty gift shop that all the items were made locally. These artists just did not have a standing area to sell their products and this boutique was their venue.

It is set up like a consignment type entity so it is not a new concept but there was nothing like this in the local area. Melanie has a crafting gift herself as she and her grandmother always were making some sort of craft.



"Just wanted to say thank you to you both! You have supported me and assisted me since the beginning of this crazy journey. I just wanted you both to know how appreciative I am of the outreach and guidance!" stated Melanie Walker.

Her goal is to keep the items unique and to only have one artist for one particular line/style. For example, she has a local potter so she will not have another potter provide their product.

She will also be having classes for kids to create

crafts and relationships just like she did with her grandmother as she grew up. This family and community connection is very important to Melanie.

Melanie had called the Mercer Outreach office for assistance in starting a business in Pennsylvania. She had done quite a bit of homework. We also discussed the Chamber Challenge which a friend of hers had already mentioned. We then discussed the business plan outline that was needed to submit for the Greenville Chamber Challenge—a \$5,000 grant to a Greenville area business or start-up. The SBDC reviewed the plan and provided additional research and suggestions for plan.

Melanie feels that the area has many artisans and crafters but they need a consistent venue for their products. She also plans to provide charitable donations through the profits that she makes through the business. She feels that giving back to the community is most important in business.

She opened her business with a ribbon cutting on September 16, 2017. Melanie was also a finalist in the Greenville Chamber Challenge.