



Small Business
Development Center
Gannon University

*Helping businesses
start, grow, and prosper.*

Business Owners

Darlene Alfieri
(814) 920-4325

County: Erie

Industry: Florists

Year Founded: 2020

SBDC Assistance: Business
Planning, Market Research,
Financial Projections

Consultant: Dan Pertl

Gannon University SBDC
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Growing to meet market demand

Millions of Americans have been directly affected by the COVID-19 pandemic and Darlene Alfieri is no exception. Where Darlene's story differs from many is how she was able to see a community need, address it, and quickly expand operations to meet her growing demand.

Darlene started her online floral arrangements and gifts business from her home facility, recognizing that her community lacked vendors. Darlene accomplished this startup with assistance from Business Consultant Dan Pertl. After just a few months of successful operation, Darlene quickly came to realize that her business would soon outgrow online sales. Darlene made the decision to purchase a local storefront, and again worked with Dan Pertl and the Gannon SBDC for assistance.

In approximately 6 months, Darlene was able to make her dream of owning a floral arrangement and gift store a reality. Working with the SBDC, Darlene was able to produce a revised business plan along with financial projections that helped her receive funding for the purchase of her storefront and necessary capital equipment. As expected, Darlene's business has quickly begun to grow into her new facility.

With her business up and running, Darlene was grateful for having the Gannon University SBDC to rely on stating, "With all of the direction and knowledge that Daniel gave us we were able to secure a loan through Bridgeway capital, purchase a storefront to be able to establish our store and to be able to open our business properly. We look forward to our grand opening later this summer and hope to be able to steer more people toward utilizing the resources of the SBDC and the services that Daniel provided".

Success Story