



## Louisiana Small Business Development Center at McNeese State University

Burton Business Center, Lake Charles  
Donna Little, Center Director

Serving Allen, Beauregard, Calcasieu, Cameron, Jefferson Davis parishes

### Stacey's Armoire

201 W. College Street, Lake Charles, LA



Stacey Venizot, owner, Stacey's Armoire

#### Economic Impact

- 1 full-time job created
- 1 part-time job created
- Successful start-up

Ever since she was a young girl, Stacey envisioned creating a warm, friendly and inviting boutique. You might say retail was in her blood. Stacey's aunt and mentor, Donna Mier, owns Donna's Lingerie and Swimwear in Lake Charles, where Stacey got her first taste of working in the retail fashion industry as a teenager. She fell in love with fashion, and graduated with a fashion merchandizing degree from McNeese State University. Stacey's Armoire at 201 W. College Street is the culmination of her life's dream and 15 years of hard work in the clothing retail industry.

"I reached a point in my life where I had learned everything I could, and I was working so hard for other people. I knew in my heart it was the right time for me to go out on my own. But it was a scary decision risking part of your savings when you have a family of four and not knowing how things will turn out," remembers Stacey.

Stacey turned to the Louisiana Small Business Development Center at McNeese for assistance. Center Director Donna Little helped Stacey fine-tune her business plan, which Stacey then used to secure a loan to open her shop. LSBDC also provided Stacey with marketing data to help her pick the perfect location for her new store.

"Having someone guide me through the process of setting up my own business and confirming that I was making the right business decisions was very comforting. LSBDC gave me the nudge I needed. I recommend the LSBDC at McNeese State University to all my friends," said Stacey.

#### LSBDC at McNeese Services Given to Client

- Business plan preparation
- Developed financial projections
- Provided marketing research to help in choosing store location
- Provided Entrepreneurial Training



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