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Cleo’s LLC
Floral, Gift and Coffee Shop
Shelia Henning, Joyce Miller
229 North Main, Kingman, KS 67068
620-532-3883
cleosfloral@sbcglobal.net
Limited Liability Company
April 1, 2000

When Shelia Henning decided to open a coffee shop in Kingman, she knew she would need to diversify in order to be successful. She partnered with her sister and a friend to open Cleo’s LLC which carried floral, plants, silks, balloon bouquets, gourmet gift baskets, gifts, bath and body, sandwiches, pastries and a complete coffee shop.

In 2002 Shelia bought out her two partners and went on her own. She felt well qualified in the gift, food and floral areas as she had mastered floral design (taught to her by her sister.) After purchasing out her partners, Shelia faced the challenges of funding a women owned business, running a business without having formal business training, finding good help, and balancing family with business.

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Sheila and Joyce returned to the KSBDC as they needed help in acquiring the funding to sustain and expand their business. Mark assisted them in developing a business plan and cash flow which helped them plan their growth. He also helped them develop an affordable and functional marketing plan. His assistance went farther as he helped Shelia and Joyce find new suppliers and helped in redesigning the store. “Mark is always there to help answer accounting questions” and is currently helping Cleo’s develop an open-to-buy purchasing system.

Though 2005 additional funding was secured and the new product lines were added, including greeting cards, a new candle line, children’s gifts, Molly and Me and jewelry (as Kingman does not have a jewelry store). Food lines were expanded too, including a new coffee line, frozen lattés and smoothies, and catering. They also purchased a cooler and started selling fresh flowers at Whites Foodliner in Kingman, adding daily cash and carry bouquets (which helped double last years sales).

Cleo’s has also been recognized locally in receiving the 2001 Kingman Chamber of Commerce Outstanding and Participating New Business Award.