

# 2005 Emerging Business of the Year



**“Mark gave us the means and potential to grow Cleo’s to where we are today. He has taught us how to run the business and helped us plan for our future.”  
- Shelia**

Name of Business	Cleo’s LLC
Nature of Business	Floral, Gift and Coffee Shop
Owners	Shelia Henning, Joyce Miller
Address	229 North Main, Kingman, KS 67068
Phone	620-532-3883
E-mail	<a href="mailto:cleosfloral@sbcglobal.net">cleosfloral@sbcglobal.net</a>
Business Structure	Limited Liability Company
Business Began	April 1, 2000
Employees at Start Up	3
Employees in 2005	4
Revenues in 2004	2
2005 Sales Forecast	\$195,000
Start Up Capital	\$30,000
Source of Initial Capital	Owner Investments
KSBDC Counselor	Mark Buckley

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.

In November of 2004 Shelia met with Mark Buckley at the WSU KSBDC. Shelia was considering bringing in Joyce Miller as a new partner. Joyce was trained in floral design at Friends University and worked for over two years in the industry.

**When going into business make sure you are properly funded and do not be afraid to ask for help! - Joyce**

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 lattes 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.

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