



# 2008 WSU KSBDC Success Story

**WSU-KSBDC assisted us in developing a business plan to illustrate needs and projections for our expansion from installation/retail business to wholesale business. They assisted with financial projections and marketing strategies, great help.**

Name of Business:	M.R.E. Inc.
Owner:	Rhonda and Marc Ewertt
Nature of Business:	Floor Covering: Installations/ Wholesale
City:	Wichita
County:	Sedgwick
Phone:	316.265.4166
Web Site:	<a href="http://www.mreinstall.com">www.mreinstall.com</a>
Business Structure:	Corporation
Business Began:	June 1996
Employees at Start Up:	2
Employees in 2007:	12
Sales in 2007:	\$900K
2007 Sales Forecast:	\$1.2M
Start Up Capital:	\$30K
Source of Initial Capital:	Self
KSBDC Counselor:	Frank Choriego

**Rhonda Ewertt – Owner/President**



**Wichita State University  
Kansas Small Business  
Development Center**

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Rhonda and Marc visited the WSU KSBDC at the suggestion of their banker early in 2007. At the time they had an idea to grow by buying decorative items in Mexico and opening a retail store in Wichita, KS and venturing in retail items for home décor. After discussing possibilities with their Consultant, and analyzing strengths and

opportunities, they decided to continue with the floor covering business for the time being. In order to grow and use their international connections they travel to Mexico to secure exclusive distributorship status with large tile manufacturers, who also agreed to manufacture M.R.E. Inc. original design tile.

**“Stay Focused, keep an eye on the big picture, you still have to pay attention to the little daily things, but you have got to stay the course for your company.”**

Marc started the installation business when he and Rhonda were first married. Rhonda worked as an assistant dental hygienist during the day and helped him on evenings and weekends. In 1996 they bought a building on North Amidon Ave. In 2000 they moved to their current location at 121 N. Oak where they built a beautiful showroom and grew both the retail and installation business.

They again felt the desire to grow and began looking for opportunities as early as 2004, but it was in 2007 when they zeroed in on the international connection and the ability to supply not only a local and regional market but a national one. After attending a national trade show in Las Vegas this year, they have had requests for their product from as far away as Massachusetts. What began as the means for a young couple to make ends meet now has all the elements of a global business, with all the rewards and challenges. Marc and Rhonda are already thinking about their next growth spurt... in a couple of years...