

BRIDAL GALLERY

Carol J. Cumber, South Dakota State University
Bianca Ornelas, Sam Houston State University
Paul R. Reed, Sam Houston State University

Case Objectives and Use

This case was designed to illustrate for students some of the growing pains of a niche market small business. It encourages them to identify with the passion a small business owner has for her business, yet explore economic realities. The case asks students to analyze how this business is currently positioned and whether a contemplated business expansion is well advised.

This case is intended for use in undergraduate courses in small business management, entrepreneurship and strategic analysis.

Case Synopsis

The Bridal Gallery is in the business of pampering its clients with a full range of bridal products and services, from gowns to garters, shoes to jewels. Located in Huntsville, TX, this small business enjoys a well deserved reputation for offering high quality, competitively priced products. In addition, free one-on-one consultation services are provided to every client. One of the company's flyers indicates that the Bridal Gallery is "Where expert advice saves you time and money."

Although the company is run by a very knowledgeable owner who is passionate about her business, the financial picture has been very mixed. The owner has not drawn a regular paycheck during the entire eight year history of the business, and the past year resulted in a record net loss. An expanded bridal product line plus diversifying into a prom dress line might generate additional revenue, but due to space constraints, a potentially cost prohibitive move into a larger building might be necessary.

Contact Person

Carol J. Cumber, Department of Economics, Scobey 504, South Dakota State University, Brookings, SD 57007. Voice: 605.688.4849, Fax: 605.688.6386, Carol.Cumber@sdstate.edu