



Louisiana Small Business Development Center at  
University of Louisiana at Lafayette  
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Serving Acadia, Evangeline, Iberia, Lafayette, St. Landry, St. Martin, St. Mary, and Vermilion

## Vanessa V. Boutique

5520-E Johnston Street, Lafayette, LA 70503



### Economic Impact

- 2 Jobs Created
- Loan obtained

After many years of experience in the retail industry as a professional buyer, Vanessa Rothschnitt decided to open her own boutique. The idea was to offer women in Lafayette another option for clothing that would incorporate style and everyday use.

Vanessa V. provides women a trendy and unique collection of clothing. All clothing is personally selected by the owner. The personal attention to her clients is what sets her apart from other options in the area. Vanessa, along with her two employees, provides great detail when working with clients on selecting the appropriate outfit for any occasion.

Vanessa worked with the Louisiana Small Business Development Center from the very early stages from business plan to grand opening. At the LSBDC, she received guidance on the loan guidelines and process. Financial projections and a full business plan were created in the early stages. According to Vanessa, "If I would not have gone through the LSBDC, I would not have properly estimated my start-up expenses and inventory." She was fully prepared to sit down with a banker by understanding her business needs and banking terminology.

A big hurdle in the process was finding an appropriate location for her boutique. The LSBDC used their resources to gather market information to assist in the decision. The consultant was able to use his expertise from past experience along with the data to define the best location for the boutique.

The LSBDC at the UL Lafayette continues to work with Vanessa with sales and marketing strategies. As stated by the owner, letting your target market know where you are located and what you have to offer is one of the biggest challenges for opening a small business. She utilizes the center as an information resource and objective component in any decision.

### LSBDC at UL Lafayette Services Given to Client

- Assisted client to obtain SBA Guaranteed Loan
- Assisted the client with locating her business.



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