

Minglin Jewelers

Minglin Jewelers is located at 604 East Broadway in Logansport, Indiana in Cass County. It is a woman-co-owned business by Bill and Angela Minglin. It first opened in 1995 as a service store with Bill repairing jewelry, watches and clocks for other jewelers in the area. Slowly, the business evolved into retail sales along with repair services because of the Minglin's love for what they were doing.

The SBDC provided counseling that helped guide the Minglins through many aspects of their business, from web site development to marketing and making wise financial decisions. Together they have discussed recommendations of updating the store and signage, as well as getting the website up and running.

The Minglin's have implemented a Points & Reward system enticing customers to return to their business to purchase more items. This concept is geared from sales and they are considering running this incentive year round. A sales promotion they implemented over the Christmas holidays resulted in their revenue increasing by 25%, so they plan on repeating it in 2008 without as much expenditure on advertising.

Angie and Bill participated in the Collegiate Management Program sponsored by the North Central Indiana Small Business Development Center and Indiana University-Kokomo. They were able to participate in a case analysis of their business which lead to new opportunities they could offer their customers. In this tough economy, the Minglins have encountered many obstacles along the way, but both feel it has been worth the struggle. They have been fortunate to be able to fulfill their dream of being in business for themselves, and at the same time spend their day's together, raise their family and give back to the community they live in and love.