

COMBA Update Client Profile

Client Profile: Carmela Delgra

Company Name: Girls In White Dresses

Principal(s): Carmela G. Delgra
Lemwel G. Delgra
CJ G. Delgra

Address: 274 Marconi Boulevard, Ste. 110

City/State/Zip: Columbus, Oh 43215

Phone: 614. 821. 7000

Fax: 614. 821.7001

Email: Info@girlsinwhitedresses.com

Website: www.girlsinwhitedresses.com

Type of Business: Bridal Boutique

Years in Business: 3 ½ years

Scope of Services: Bridal Gowns, Bridesmaid Dresses, Shoes & Accessories, Men's Tuxedo Rentals, Flower Girl Dresses

Service Radius: We serve Central Ohio, have clients all around the country that have traveled to work with us and have served a few across seas on a International level.

Number of Employees: 3

Major Projects or Clients:

- Major feature & lead in Columbus Dispatch Bridal/Wedding section in '03, '04, '05, '06

- Donations of dresses to My Fairy Goodmother Organization, '04, '05
- Donated dresses for fundraisers through local school Columbus Academy.

Why did you go into business?

There was a niche that needed to be filled in the Columbus market for a stylish and sophisticated bridal boutique.

Why is your business a success?

Our business is successful because of the service and high quality of products that we offer. We do have exclusivity on the collections that our boutique carries.

Company Goals:

Girls In White Dresses wants to offer brides-to-be, a unique and modern taste of upscale designer wedding gowns, bridesmaid dresses, flower girl dresses, shoes and accessories.

As a contemporary bridal shop, we want to offer a promise of excellent customer service to every woman that chooses Girls In White Dresses as their destination for bridal shopping.

We offer respect, trust and most importantly honesty for what ever their needs may require from us. Our knowledge and expertise on gowns and accessories will be proposed to all our clients and will be given special attention during their bridal visit.

Girls In White Dresses would like to extend our warmest and friendliest sentiments to every bride and hope that we can service their bridal ensemble needs. We encourage every woman to get to know herself, her sense of style and most importantly, her inner beauty.

What's your position or main responsibility to the company?

I am an owner of Girls In White Dresses.

What's the best aspect about your position?

The best part of my position is the opportunity to meet brides and being able to serve and help style a look for them on one of the most memorable days of their life.

What's the worst aspect about your position?

I would have say that the worse part of working here is the duty of having to take the trash out and washing the coffee pot!

The best business advice you received?

Worry about today because tomorrow has another set of worries!

The biggest business mistake you made?

One of the biggest mistakes that I made in business was think that I really knew a lot about business...there is always things to learn!

What MCBAP services do you take advantage of?

I visit the website periodically for ideas and advise on marketing and financial strategies and potential business growth.

How has the MCBAP office helped your business?

The office has helped me with potential business growth.

Tips for persons wanting to open a business:

A tip that I give others that want to open their business is believe in yourself, but know what you will be up against!

What would you like people to know about your company?

We do have a lot of fun and thank GOD everyday for it!!!

Favorite book:

Do magazines count? I read a lot of magazines and have about 8-10 subscriptions to different ones. I like to keep up with the latest trends in fashion, living, food, business, money, music and sports.

Especially in my industry where clients are coming to us for an expert opinion on a style for wedding or how things should look, they then knock on a door for advise on the "NOWS" on the rest of these avenues. Reading magazines helps me keep a breast of all these industry and helps shape me to do my job better. You'll see me with Fortune Small Business, Domino (the shopping magazine for your

hope and shows fresh new ideas) In Style, along with a wedding magazine, like Martha Steward Wedding!

Favorite musician:

I've really been enjoying the sounds of Jack Johnson lately, who is pretty laid back and mellow. But I really love different genres of music from Jazz, Pop, Gospel & Soul, Modern Christian, you name it...Country, a little bit!

Family:

My family is very important to me. Though all of my immediate family lives everyone in the country and I am the only one in Ohio, we keep in daily contact with each other, so you can image our phone bills...2 sister, 3 brother, a few in-laws, 5 nephews, 3 nieces and parents that travel from the north to the south!