



**Small Business
Development Centers**

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Success Story **LaChae Cosmetics**



The Honorable Marsha Fudge (D) District 11

286 Existing Businesses
228 Pre-ventures
514 Total Clients

LaChae Cosmetics is a skin care and cosmetics retail shop established in 1995 by Margaret Clark, a former model and independent skin care product representative. After years of building skills and experience, Clark wanted to run her own business in the cosmetics industry. LaChae Cosmetics, located at Richland Town Square Mall, not only specializes in hypoallergenic products for women of color, but also offers eyelash and eyebrow maintenance, hair removal, makeovers included with purchases, and educational classes.

While giving Certified Business Advisor® Donna Dabbs a makeover at a skin care products party, Dabbs informed Clark about the range of assistance the Small Business Development Center (SBDC) at The Urban League of Greater Cleveland offered to small businesses in the area.

"I wanted to franchise LaChae Cosmetics and make it grow. I also needed help with administration, financing, and product pricing. It was great to know the SBDC at The Urban League of Greater Cleveland was there to assist small businesses in the area," said Clark.

Clark received assistance with human resources, information technology, esthetician and cosmetology certifications, and employee packages from the SBDC. After utilizing the assistance of the SBDC, LaChae Cosmetics experienced growth, with sales increasing by 10 percent in 2011. Clark has hired two new employees, and will be opening a new location at the Great Lakes Mall in March of 2012.