

Proper Attire Boutique – SCORE Success Story

Christal Roundtree always wanted to own a clothing store. In 2002 she opened one in her basement as she describes as more of a “hobby”. But with going back to school and marriage, she decided to put it aside for many years. In 2007 Christal, who has a MS in Business Management, was working as a Human Resources Manager for a Fortune 500 firm, decided it was time to revive that interest and start a business.

That is where SCORE came in. Her husband told Christal about SCORE and she called to set up an appointment. She worked with SCORE counselor Carole Kauss on specific retail questions and location issues. “Carole was wonderful to work with, so encouraging, supportive, and friendly” while mentoring her through the retail process. Carole then brought in SCORE counselor Lee Rochwerger to help with the start up plans and financial aspects of the business. “Lee and I met many times, and he prompted me to think about things I had not considered, and also encouraged me to use more conservative estimates of performance”.

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In October of 2007 Christal opened Proper Attire, a unique boutique, in an upscale suburb of Milwaukee. The store is unique, in that one half of the store is new merchandise, the other half she sells “gently used designer clothes”. Carole coached me to “brace yourself for slow days”, and it was a slow start, but after a while every day brought in new customers”.



Owner, Christal Roundtree



Proper Attire, A Unique Boutique

Armed with a proper business plan and the right financial exhibits worked out with Lee, she received an SBA Loan for the inventory and the build out of the store.

She advertises on radio, print, and even television, but radio has proved the best for her, besides the best advertising, word of mouth. She also does fashion consulting and for promotions holds fashion shows in the store with fancy appetizers.

Christal broke even the first year, which is good for a start up business and is doing quite well in a very tough economy. "The business started out with sales of 50% new items and 50% resale, but in the tougher economy, the resale portion is providing more business". Her business outlook is still very promising.



Visit Christal at 8822 N. Port Washington Rd, in Bayside, Wisconsin (414-351-0550) or visit her website www.properattireboutique.com.