



Expansion story of an Entrepreneur

Alexlindy (Lindy) Croes

BUSINESS PLAZA - STEP FORWARD!

LINDY

Expansion di un entrepreneur local.

Alexlindy "Lindy" Croes



Fashion advisor & Owner Lindy Boutique

LINDY



*Bsc. Business Management & Information Systems
Financial Specialist & Financial Operatist*

100%

*Businesses start
small*

50%

*Small businesses
fail in their fifth year*



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NA ARUBA

608

Negoshi a sera na 2019

- Aruba Chamber of Commerce & Industry



"Go to the edge of the cliff and jump off. Build your wings on the way down."

– Ray Bradbury

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Unda pa cuminsa?

**Consumi bo
mes den bo
projecto**



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Unda pa cuminsa?

**Cuminsa cu
stap nan
*chikito***



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Kere den bo mes & dedicacion

(most important!)





Scucha di bo
clientela



Fact & figures



Accessible



Tips.

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Tips.

Prioridadnan

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Scirbi bo prioridad nan den un lista, lo bo tin un mihor idea ora bo por visualisa algo.

me vs. me

Priority #1

Priority #2

Priority #3

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Today's to do list of un "check list"

- Email invoices for Ester
- Contact Zyon on the Air
- Pay models: Paulina, Sophie, & Karol
- Call/ email today's birthdays (clients & personal)
- Paga BBO
- Shoot shoes on sale

Tips.

To do list





ANALYSIS

STRENGTHS

WEAKNESSES

OPPORTUNITIES

TREATS

LINDY Tips.

Strenghts

- Good quality clothing
- Great sense of style
- Suburb customer service

Weaknesses

- New to the game
- Finance

Opportunities

- Plus size
- Small market
- Different style
- Technology

Threats

- competitor opening bigger store

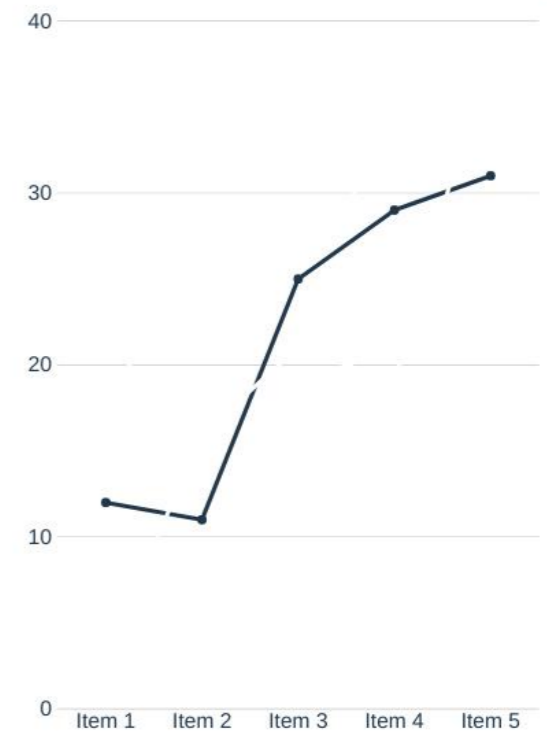


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Let's go Digital

New digital era

yes, it includes reading graphs and stuff too.



DATA. DATA. DATA. DATA

QUESTION TO ASK YOURSELF:

- 1. Who is buying?*
- 2. What are they buying?*
- 3. When are they buying?*
- 4. is X selling more than Z? Why?*

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Tips.

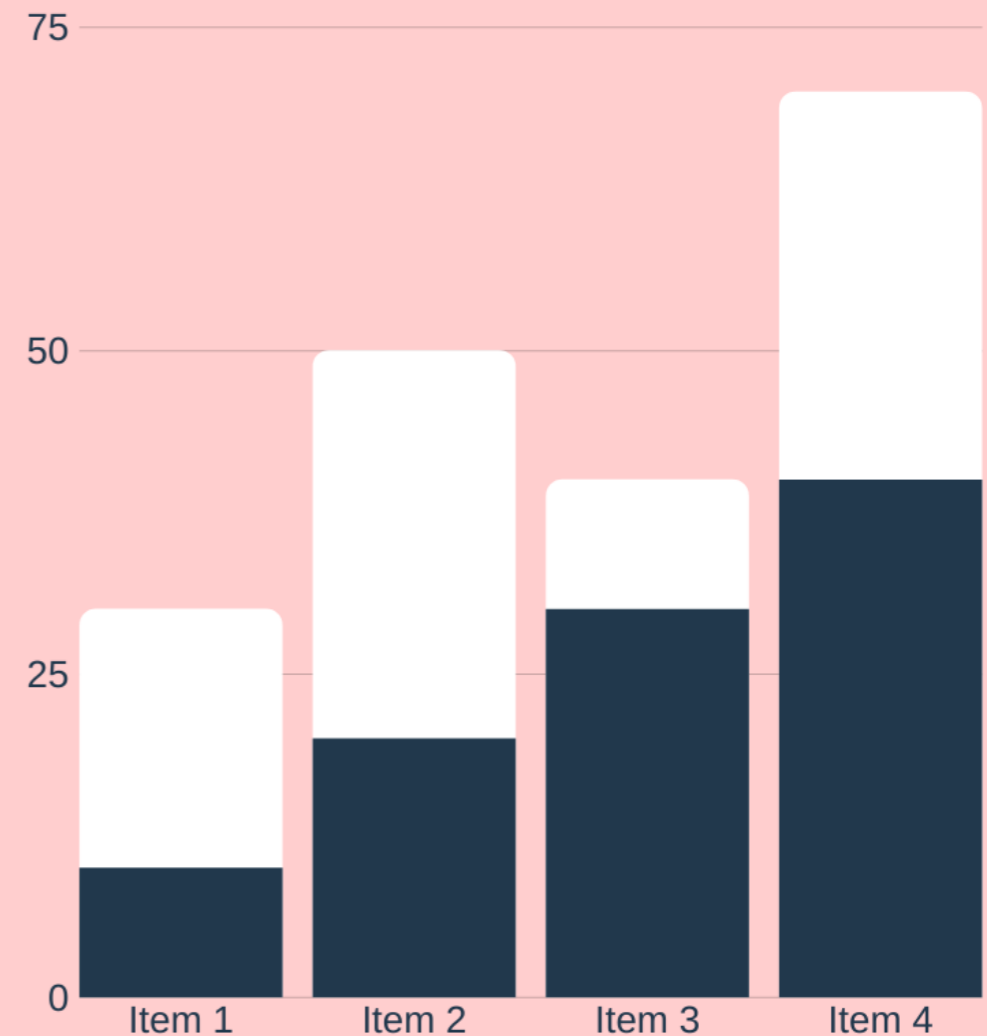
Sales

Always compare your weekly sales to last year's sale

POS Systems:

- Automatic taxes
- Sales comparison
- Customer information (every detail that is legal)
- product information
- automatic reordering process
- User comparison
- Point System

Tips.



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BUILD AWARENESS

Marketing

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Social & traditional media

Facebook, Instagram, Snapchat,
Linked in, Youtube, WhatsApp, Twitter

Mass Mail

Mail Chimp

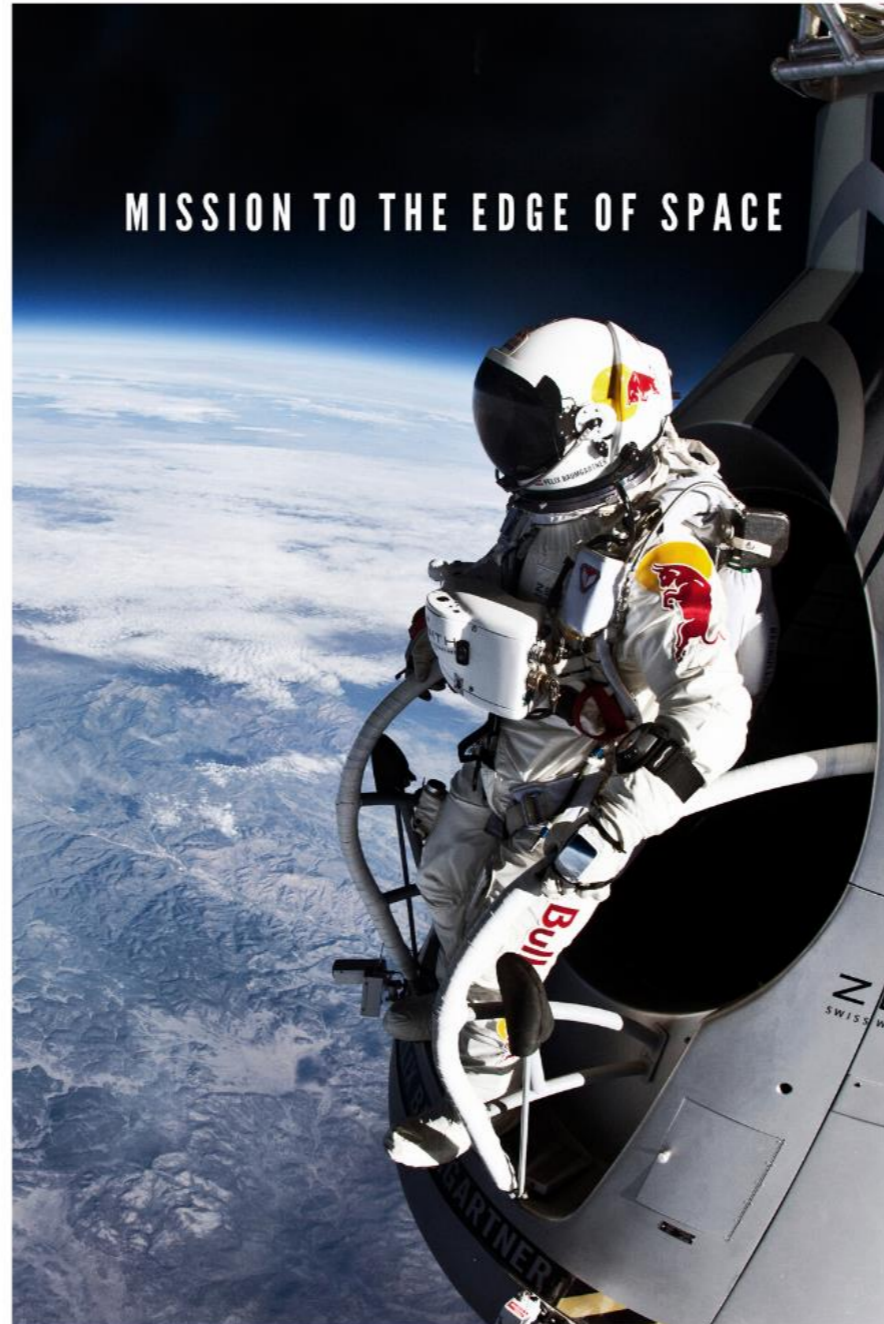
Think outside of the box

Be different!

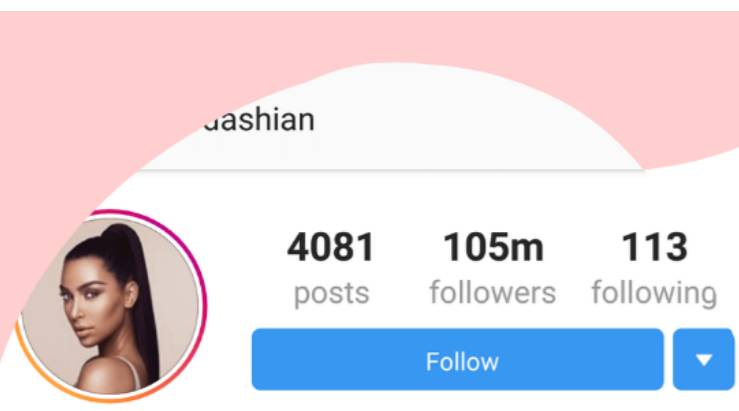
Tips.

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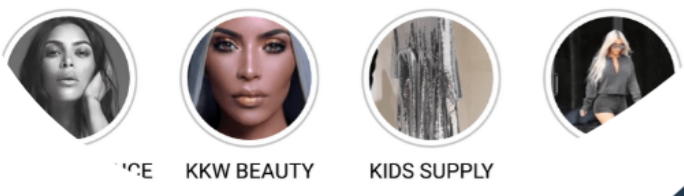
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SOCIAL MEDIA LINKS

Kim Kardashian West kkwbeauty.com/
Followed by minhdanslalune, chloe_v, msnacc1 + 4 more



2.45 billion



330 million



one billion

Tips.

USEFUL MARKETING APPLICATIONS

Andriod & Apple Apps

- Over
- Mauve
- Unfold
- Story Lab
- Intro Templates

Computer

- Canva
- Light Room
- Survey Monkey
- Mail Chimp
- WhatsApp Desktop (WhatsApp Service)

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Tips.

PROFESSIONALISM



Have a website or an app

..com, .aw, .org



buy an email address admin

lindy@lindylifestyleboutique.com



Act accordingly

Hasi manera ta cu minister president bo ta papiando. Client is KING.

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Betico Day

Post a picture in Honor of Betico Croes

Carnaval

Shorts, crop tops, body, costumes, rhinestones, colorful; traha un vitrina carnavalesco

Semana Santa

Bathing suits, start planing mother's day and Santa communion. Also, wedding season coming up!

Tips.

Set goals

Plan ahead

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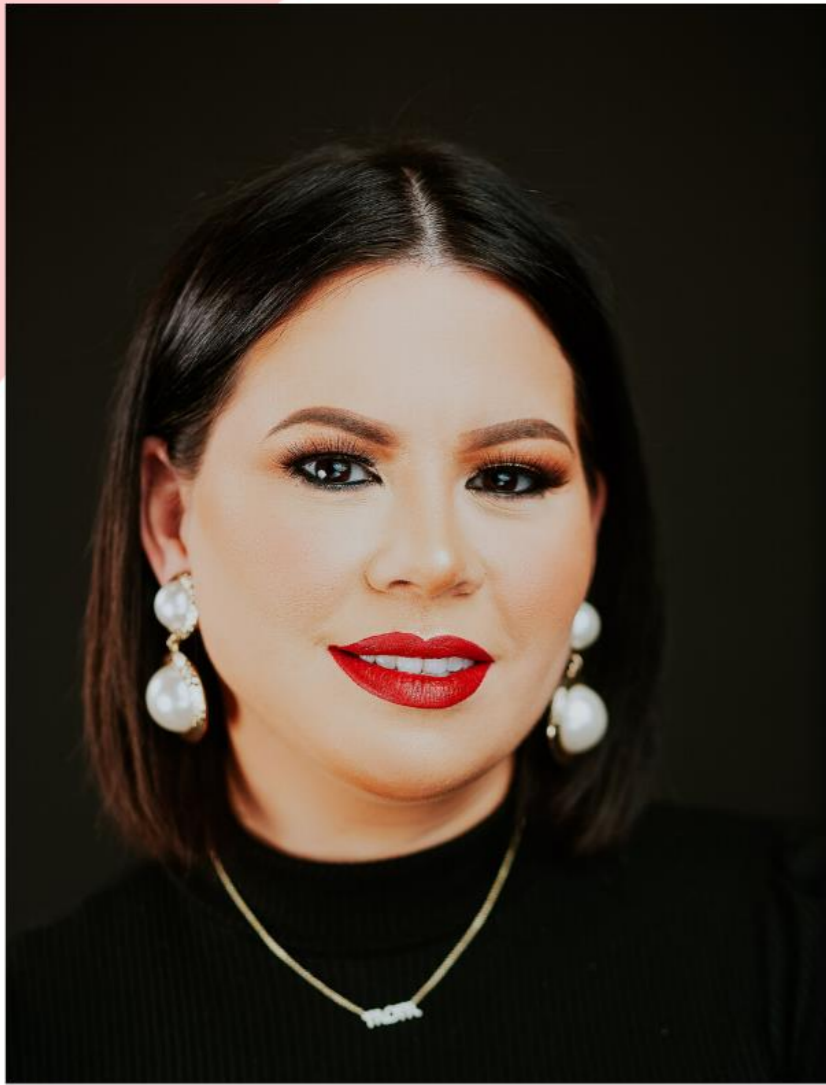
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Number #1 tip to remember in business:

Never stop learning; The business world as we know it today, will be different tomorrow.

Also, family and your happiness comes first.

Questions?



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Alexlindy "Lindy" Croes

I am who ever I choose to be.



LINDY

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