

# SUCCESS STORY

## Boutique Blue

Beth Buenaventura, Owner  
111 E Spring Street  
Suite A  
Zelienople, PA 16063

PENNSYLVANIA  
**S B D C**  
Small Business  
Development Center  
Duquesne University

*Helping businesses  
start, grow, and prosper.*

**Duquesne University SBDC**  
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**Industry:**  
Retail Clothing and  
Accessories

**Year Founded:**  
2024

**SBDC Assistance:**  
Location Research, Grand  
Opening

**Consultant:**  
Doug Harding



## New Location and Grand Opening

In February 2024, Beth Buenaventura faced a critical decision about the future of her beloved boutique retail shop, Boutique Blue. Unsure whether to close her doors for good or find a way to revitalize her business, Beth turned to the Duquesne University Small Business Development Center (SBDC) for guidance.

Beth was paired with Douglas Harding, a senior business consultant at the SBDC. Throughout the year, Douglas provided invaluable support and expertise, helping Beth explore various strategies to enhance her business. With his assistance, Beth gained the confidence to keep Boutique Blue open and even discovered a promising new location for her brick-and-mortar storefront.

Thanks to the dedicated efforts of both Beth and Douglas, Boutique Blue found a new home in Zelienople, PA. The grand reopening marked a fresh start for the boutique, attracting new customers and rekindling the passion Beth had for her business.

Today, Boutique Blue is thriving in its new location, offering unique and stylish products to the community. Beth's journey from uncertainty to success is a testament to the power of perseverance, expert guidance, and the support of the Duquesne University SBDC.

Congratulations, Beth! The Duquesne University SBDC team wishes you continued success and growth in your entrepreneurial journey.

**boutique blue**