

CharmLand Boutique

“Necklaces! Bracelets! Are you Charming Today?”



The owners of CharmLand Boutique, Montrose, were presented a 1st Dollar of Profit framed certificate after they told about the business start and showed their jewelry products. This business began out of the home in April, 2011. Left to right are Nancy Larsen, SEFP Enterprise Facilitator; Elizabeth & Katharine Johnston, and Alan Astleford, John McDonald, SEFP Board Members.

COMPANY: CharmLand Boutique

OWNERS: Elizabeth & Katherine Johnston

LOCATION: 1102 Lynn Avenue, Montrose, SD

PHONE/EMAIL: (605) 940-0391 charmland@ymail.com

NUMBER OF JOBS: 2 part time

BACKGROUND: CharmLand Boutique is a jewelry business selling Pandora-style bracelets and necklaces. Sisters, Elizabeth and Katherine Johnston, started this business to allow themselves a flexible job while in college. CharmLand Boutique has premade jewelry for sale. They will also schedule home parties where you have the opportunity to make your own customized bracelet or necklace.

ASSISTANCE REQUESTED: Business Planning

RESULTS: New business

QUOTABLE: *“Our Dad suggested that we create a business plan through SEFP and we are glad that we did. We greatly appreciate the free service. It helped us organize our business, as well as delegate who handles each part.”*