

Holiday Crafts, Bridal, & Floral

“Check out the Montrose MegaMall”



A “Second Dollar of Profit” framed certificate was presented to Melanie Fiferlick of Holiday Crafts, Bridal & Floral by Nancy Larsen and SEFP board members left to right: Alan VanRuler, also the McCook Development Alliance President; Alan Astleford and John McDonald. Doris Sager of the Montrose City Council was also present to hear the story and witness the presentation.

COMPANY: Holiday Craft, Bridal & Floral

OWNER: Melanie Fiferlick

LOCATION: 121 West Main Street, Montrose, SD

PHONE/EMAIL: (605) 363-5139 holidaycrafts@gwtc.net

NUMBER OF JOBS: 1 Full Time

BACKGROUND: This business started as a ceramic shop in 1980 and has grown to include retail products in demand by the general public, which included a building expansion in 2002. In 2008 she closed the store to become a granny nanny but has reopened the store this year with a marketing plan in place.

ASSISTANCE REQUESTED: Business Plan, Brochure & Website work

RESULTS: A retained business

QUOTABLE: *“Nancy has helped me to set a budget and to design a brochure, which I have placed in local businesses. That brochure has also become my web page, thanks to Nancy. The way Nancy has helped me the most is by helping me to believe in myself again.”*