Rhonda was a European Lit major in college and for the past eight years she has held several jobs at bookstores in the area. About three years ago she took an introduction to pottery course and really enjoyed it. Her classmates always complimented her final pieces and she even sold several of them. She took the leap and decided to go to local craft fairs and set up a booth for her work. Every couple of weeks she had someone tell her she should try to sell her work online, because it’s that good! Finally, about a year ago she got an account on an e-store and her pottery was a hit! Within the first few months she was frantically running to the postal service to get her pottery packed for shipping. Rhonda recently read a book on small business operations, and she feels like if she took the same “do-it-yourselfer” attitude towards shipping that has towards her artwork, she could save a lot of money. Rhonda is apprehensive, and she feels clueless about what her options are.

FINANCIAL AND CUSTOMER MANAGEMENT - COST REDUCTION

CHEAP - EASY - HANDS ON- ORGANIZED - INDEPENDENCE