

Have you seen the Latest Trends in Ship?



Amanda Chan
Trends in Ship
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“Equate how much do I need to sell to break even and am I comfortable with that? If you’re not comfortable with that, then you shouldn’t be opening the business.”

- Amanda Chan

Industry: Retail
Year Founded: September 2013
SBDC Assistance: Market Research, Business Plan, Marketing, Financial Planning



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Ever find yourself searching for something else to wear in your wardrobe only to end up settling on the same boring outfits you’re used to? Finding the right outfit for the weekend or even every day can be a challenge. It becomes even more difficult to fix this in a town without a mall. Wanting to venture out and start something new, Amanda Chan saw this problem and decided to address it by bringing the latest outfits for both young women and men to the small town of Shippensburg.

While seeking help with her other company, Amanda stumbled upon the SBDC. Now that she had the resources, she was ready to begin her new venture. With the help of Cheryl Young, Amanda was able to make it happen. “Cheryl has been my primary point of contact for assistance. She has helped me with many things from what it took to open the new business to understanding my profits and losses,” Amanda commented.

Located near the corner of King and Earl Streets, “Trends in Ship” caters to everyone’s style and needs by offering a wide array of shirts, dresses, sweaters, jeans, tights, tank-tops, plus sizes, and accessories. In addition, “Trends in Ship” offers men’s shirts, shorts, and jeans. They have a highly diversified range of products. Since limited quantities of inventory are maintained, new products are purchased frequently. Anyone can afford a new outfit with prices as low as \$9.99 and few exceeding \$30. “Trends in Ship” also provides frequent sales and discounts via their social media pages along with posting many of their new products.

One challenge Amanda has been dealing with since opening in the downtown is that many local University students have no idea she is there. It is expensive to advertise. Amanda hopes to break the well-established mindset that students have to leave town just to get a new outfit. Students don’t know that the store is there and hence they don’t venture downtown to shop. “Trends in Ship” will help students by saving them the trip to Chambersburg or Harrisburg just to get new clothes.

When giving advice to future entrepreneurs, Amanda said, “Weigh all the options. Weigh the good and the bad. Make sure you understand how to determine daily sales compared to overhead. Equate how much do I need to sell to break even and am I comfortable with that? If you’re not comfortable with that, then you shouldn’t be opening the business.” Amanda will continue to seek out the SBDC for any future business advice. Amanda anticipates great things for the future of her business. She wants students to know that she caters to their needs with great fashion choices at low prices and that’s not very far away. Give Trends a chance, and you never know what you’ll find.