

“Until I met Cheryl, there wasn’t somebody that could really say, ‘Well, I think this is best.’ She really helped me to dissect everything. She did research and found ways that would be most beneficial

- Maggie King



MKUP The Beauty Studio: “Kind of like a girls’ playground”

When Maggie King recently opened her Beauty Studio in York, PA it was, as Maggie notes, “like a weird full circle, a return to my roots.” Maggie began her “journey with brides” in high school, working in a small bridal boutique literally just down the street from where her new studio is located. Then she went off to college, attained a BFA in Fashion Design and gained hands-on experience in a New York fashion studio.



A friend in college stimulated Maggie’s interest in doing make-up, “before all the laws got so crazy and restrictive.” Maggie then humorously reminisces, “There was a time when you could just put make-up on people.”

After graduation from college, Maggie moved to Las Vegas and, as a sales supervisor for Gucci, ran a team of 18. This experience, coupled with her experience at the bridal boutique, provided the idea and foundation for her business – beautifying brides and their wedding parties for the special day. Maggie, without a “formal background in anything business related,” says that is where the SBDC came in, “to help with business growth planning, developing financial projections and identifying capital needs, securing financing, etc.”

When the property her new studio is now located in became available, Maggie knew she “had to jump on it.” She envisioned becoming a larger operation by building a team, adding hair, make-up and other services and growing the number of brides served. When asked, “So, how is it going?” Maggie responded, “Pretty stinking good! I think we’ll exceed revenue projections for this year.” Where Maggie used to do about 11 weddings a month her team of six is now often doing 7 or 8 weddings on a single spring weekend.

Maggie not only appreciated the “concrete help” provided by her business consultant, Cheryl Young, but she also appreciated the “support provided.” “Cheryl’s knowledge and experience from working with other businesses really was valuable,” Maggie says, “bouncing thoughts off her provided many good ideas for planning, managing and growing my business.”

Today, “MKUP the Beauty Studio” is poised for future growth and Maggie is focused on managing the business strategically. She continues to invest in training to expand the skill sets of herself and her staff and, hence, the services of the business. Her goals include “phasing herself out” of the day-to-day operations of the current location and eventually expanding with another location east towards, or in, Philadelphia. Staying focused on her customer and meeting their personal desires with an “incredible experience” remains the foundation for success.

