

Trox Gallery and Gifts – Business Plan

Problem Identification: Kaila Mock approached the Kansas SBDC looking for support in creating an effective and efficient business plan for her startup, Trox Gallery and Gifts, in Emporia, Kansas.

Assistance provided: Kaila worked with the SBDC advisor and regional director, Lisa Brumbaugh, to draft a complete business plan and develop financial projections. Kaila said, “I was provided with tools and resources for scenarios that I didn’t even know existed.”

Results achieved: With the tools and support given by the SBDC, Kaila was able to access the capital necessary to make her dream for a diverse and inclusive space for artists of all backgrounds a reality. In February 2020 she opened a gift store and gallery space for the underserved community of artists in the area.



Trox opens the door for young artists, new artists, experienced artists, and creatives of all kinds to have their work recognized publicly, in a professional setting, without the perceived stuffiness or exclusivity of other regional galleries and gift shops. Her advice for new business owners is, **“Know your resources. Get to know your community what you can do for them, and what they can do for you. Link up with the SBDC, MainStreet, the Chamber of Commerce, Community Foundations, Schools, local non-profits, businesses you frequent or admire, and community leaders. There are so many free opportunities to get support. Find those resources, lean on them, and know that you’re not alone.”**

Kaila deeply values the community and never misses a chance to showcase that. She explains, “Treating the artists I represent with respect, shoppers like friends, employees like family, and my competitors with dignity builds more than just a gallery and shopping destination but brings a community together around art.”

About Trox Gallery and Gifts: Learn more about the business by visiting their website- troxgallery.com or contacting them through their email/phone at troxgallery@gmail.com, 620-208-8769. You can also check out their social media handles- <https://www.facebook.com/troxgallery> and <https://www.instagram.com/troxgallery>

About the Kansas SBDC: The Kansas Small Business Development Center serves as the state advising resource for the small business owner. Whether it's an existing business looking to boost sales or a start-up trying to get off the ground, we provide our clients with quality, professional, and personal care all in a confidential setting. The Kansas SBDC is funded in part through a cooperative agreement with the U.S. Small Business Administration. Learn more about the Kansas SBDC at www.KansasSBDC.net or call (800) 949-7661



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