

2009 Existing Business of the Year



Completely Kids



Owner	Dana and Roger Long
Nature of Business	Children's apparel specialty store
City	Great Bend
County	Barton
Phone	620 - 792- 8200
Web Site	www.completelykids.com
Business Structure	Corporation
Business Began	1992
Employees	2
KSBDc Consultant	Ron Newman



“The one-on-one expert advice I received is the best thing about my association with KSBDc.”

Dana Long, Co-owner



**Fort Hays State University
Kansas Small Business
Development Center**

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Dana Long began to contemplate becoming a business owner when a wonderful locally owned children's store in her community closed. She felt she could fill a void while giving her the opportunity to spend time with her kids, meet new people and continue learning new things. It has been all that and much more! Dana sought start-up advice and guidance from the FHSU Small Business Development Center in order to build a strong foundation for her anticipated business. Several months after opening “Completely Kids” in 1992, KSBDc staff conducted a walk-through in order to bring to light the best retail practices being employed, as well as identifying areas that might be improved upon. Many years later, Dana tells others that the one-on-one expert advice she received is the best thing about her association with KSBDc.

Dana indicates the biggest challenges they encountered were figuring out what, how much and when to buy so that they stocked what their customers wanted when they wanted it! She found that working with the customers herself, keeping track of their requests, and visiting with her suppliers has helped continuously improve the product mix available to their customers. Part of the start-up knowledge she found valuable was being mindful of keeping a good balance of inventory and watching the inventory investment to promote the best profit.

Secret to Success

“Doing something you are passionate about is the best advice for opening a business. You invest too much of your time and energy in your own business to dislike what you do!”

“Doing something you are passionate about is the best advice for opening a business,” according to Dana. She tells people contemplating starting a business that, “You invest too much of your time and energy in your own business to dislike what you do!” After being in business for 17 years, and still operating strong, the business has weathered recent economic downturns by being continuously watchful of circumstances affecting the retail climate and relying upon the knowledge they have gained through the many years of business operation. In addition, Great Bend does a great job supporting their local businesses and putting resources into making the community a fun place for families to live and do business. In turn, “Completely Kids” gives back to the community by donating items to charitable fundraising events in the community.