

## SBA Success Story: The Wandering Jeweler



**Matt Meis, Owner, The Wandering Jeweler**

In 1997, when Matt Meis, now a thirty year veteran in the jewelry industry, was laid off from his job with a local diamond importer, he decided it was time to start his own business, Matt Meis Goldsmith. For years, while working various jobs in the jewelry business, from craftsman to retail store manager to wholesale salesman, he had been creating and selling jewelry privately to family and friends which lead to referrals creating a broader customer base. Eventually he felt he had created a niche market for fine jewelry customers looking for an alternative to the traditional retail store buying experience. He provides a convenient, high quality, competitively priced option for clients looking for specialty fine jewelry.

Matt's clients have nick named him the "wandering jeweler" since he goes to his clients rather than having them come to him. Matt prides himself on his ability to work closely and patiently with each customer to satisfy their fine jewelry needs, in the comfort of their own homes or offices. Earlier this year, when Matt incorporated his 8 year old business, he chose Wandering Jeweler as its official name.

In the spring of 1998 Matt sought assistance from the SBDC to create a business plan for his new venture. In October of 2003, Matt once again contacted the Small Business Development Center – North County (SBDC-NC). This time he wanted to expand his client base and sales. The SBDC-NC worked with Meis to develop a revised marketing plan, in which he incorporated direct marketing strategies and promotional ideas. The SBDC-NC also counseled Meis on creating opportunities for publicity utilizing local television media. This advice resulted in an on-air interview on a local news show. In addition Larry Kirsch an SBDC-NC consultant reviewed and made suggestions for re-structuring Matt's website to more effectively showcase his products. As the end of 2005 approaches, Matt is on track to report an approximate sales increase of 40% over the two year period since 2003.

To find out more about the SBDC-NC visit their website at [www.sandiegosmallbiz.org](http://www.sandiegosmallbiz.org) or call (760) 795-8740. The SBDC program is partially funded by the U.S. Small Business Administration. For information about how SBA can assist your business, visit our website at [www.sba.gov/ca/sandiego](http://www.sba.gov/ca/sandiego) or call (619) 557-7250.