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COLLEGE of BUSINESS

Client Success Story

Arkansas Small Business Development Center
University of Arkansas, Fayetteville



Arkansas Small Business Development Center

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Merle Norman Cosmetics
Gina Clark

Gina Clark's smile and enthusiasm for Merle Norman Cosmetics happily greets customers as they enter her studio in the new Times Square shopping center in Siloam Springs. A mother of four children, Clark had spent many years focusing on her family before developing entrepreneurial aspirations. With the encouragement and support of her husband, Clark began exploring her options in 2004. Together, the couple initiated a plan of action and ultimately acquired the Merle Norman franchise for Siloam Springs in 2005. Clark had initially considered opening a gift store and thought the business acquisition would be a compliment to her initial plans. Working with the UAF SBDC, the Clarks negotiated their way through the business purchase and acquired an SBA guaranty loan from ANB Financial.

After a 21-day intensive Merle Norman training program, Clark stepped up to the challenge. The business has flourished under the Clarks ownership. "The community has been incredible," states Clark. She believes it is her job to provide her customers with consistency, dependability and intelligent choices.

While Gina loves her business and the relationships she has built with her customers, the business has fueled Gina's fire for other entrepreneurial endeavors. "If you are willing to work and learn the skills you need, success will follow."