Oo Shiny Fabrics LLC

In January 2024, Leila Seyfert took an important step toward launching her small business by attending “The Blueprint for Business Prosperity: Business Plan Writing” hosted by the Great Northern Development Corporation. That same evening, inspired by the lecture and insight from Small Business Development Center Regional Director Quincy Walter, Seyfert officially registered her business: Oo Shiny Fabrics LLC, located in Glasgow.

For help getting her business off the ground successfully, Seyfert reached out to the SBDC in Wolf Point. Together, they created a business plan, built out a funding pitch and leveraged in-house financing options. Using the in-house financing, she started the business and maintained healthy cash flow during the critical early months of the business opening. Due to guidance from the GNDC and SBDC, Seyfert was able to approach her business with a strong focus on planning, preparation and partnership.

Since launching, Oo Shiny Fabrics has grown significantly, employing nine people — eight of whom are in newly created roles. One team member has been promoted to a leadership role, supporting customer service, daily operations and staff training. Seyfert also took the recommendation of the GNDC and SBDC to survey her community for a better understanding of customer needs. Based on the results, she expanded her product offerings to include yarn, crochet and knitting tools. This put Seyfert’s business in a better position to serve her customers and community. Oo Shiny Fabrics serves as a community space as well, offering weekly crafting classes for individuals of all experience levels. “We don’t just sell crafting supplies — we create a place where people feel confident exploring their creativity,” Seyfert said.

Walter stated, “What sets Leila apart is not just her commitment to launching a business, but her continued investment in doing it the right way. She maintains a strong working relationship with GNDC, reaching out regularly for advice and guidance as the business evolves.”

ECONOMIC IMPACT

- **Business Start**
- **8 Jobs Created**

Great Northern DEVELOPMENT CORPORATION

Quincy Walter
Regional Director



“Quincy talked about resilience and the power of seeking support. That message stuck with me. I left the class not only with a business plan in mind, but with the confidence that I wouldn’t be doing this alone.”

Leila Seyfert, owner of **Oo Shiny Fabrics LLC**

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