



Rachael Eider is the owner and styling expert at her high-end clothing store, RH Standard, in downtown Grand Forks, ND.

From the beginning, Rachael never felt she knew exactly what she wanted to do, yet every opportunity that she took, was in the clothing and fashion industry. From styling for a famous designer in New York City to a successful family-owned men's clothing store in Fargo, ND, Rachael's talent shines through.

One could argue that it is her fashion and design experience that made her the successful small business owner that she is, but if you meet Rachael, you will quickly find that her ability to connect with people is what has brought her success. Rachael accepts everyone for who they are and is able to understand them. She in turn, applies that to a quality, attractive, tailored, up-to-date wardrobe that fits who they are inside and out.

With her talent and occupation fitting her so well, she found herself never wanting to give up helping people look and feel their best. In 2012, Rachael realized this was her passion and she knew she had to open her own store to achieve her dreams.

With Rachael's self-determination, support of family (especially co-owner and husband, Kevin) and friends, she went to the bank to get started on opening her own business. The bank ended up directing her to the local ND SBDC for guidance with her business plan and financial projections.

Rachael's ND SBDC business advisor helped her calculate projections and set attainable goals. At each session,

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RH Standard

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Rachael would bring her big ideas, and the advisor would help her narrow her focus so that the business plan was detailed, but clean, and easy to follow. After a few more appointments, Rachael had completed her five year business plan, and had a complete financial package ready for the bank to review for her business loan. The SBDC assisted her not only with the documentation and market research she needed to get approved for financing, but also to become confident and realistic in her business goals. Within three months after her first appointment with the ND SBDC, Rachael successfully opened RH Standard.

When reflecting on her experience, she said "the SBDC helped me take the "I don't knows" to a structured, clear, concise business plan that prepared me for my presentation with the bank, and set up a solid structure to start my business with."

When Rachael was ready to expand her business and move it into a larger retail space, she used the SBDC again to help with the expansion process, to get the inventory and cash flow figures right, and the best location to fit her needs.

Her relationship with her SBDC advisor did not end after her success. Rachael continues to use the SBDC as a source of constructive, realistic, unbiased criticism on her ideas and plans for RH Standard. Sometimes she calls to just check in to see how her advisor is doing. She still uses the goals set with her advisor in her business plan, and continues to mark her success and grow RH Standard.

