



## Blue Buddha Boutique

When **Rebeca Mojica**, founder and owner of Blue Buddha Boutique, first started making chainmaille as a hobby she had no idea it would grow into the successful business she has now. After all, most folks either thought medieval chain-link armor techniques were archaic, or they had never even heard of chainmaille.

Shortly after she began exploring this ancient craft, Rebeca was offered the opportunity to teach chainmaille jewelry at a local bead store. She launched a

simple website as a place for students to order supplies for classes, but she soon started getting orders from across the country.

Since officially launching her business in February 2003, Rebeca, a self-described "accidental entrepreneur," has grown Blue Buddha Boutique from a sole proprietorship to a corporation employing one full-time and five part-time employees. She now has customers in 28 countries and estimates that 90% of revenues come from chainmaille supplies.

Rebeca credits Blue Buddha Boutique's continued success in the current challenging economy to their diverse revenue streams and growing customer base. Blue Buddha maintains multiple revenue sources though teaching classes, selling finished chainmaille pieces, and selling supplies and instruction kits. Rebeca also believes that their customer base is continually expanding as chainmaille grows in popularity.

Rebeca attended a number of workshops at the WBDC, and she says that these gave her a sense of confidence in her business abilities and a very structured way to approach writing her business plan. She also met with business counselors who helped her develop new revenue goals and work on the financial portions of her business plan. Rebeca says, "I really appreciated the FastTrac series (12 weeks) because it made the process of writing a business plan less daunting. The assignments each week helped me to focus and pull together information I already had. I also enjoyed the opportunity to interact with my classmates and share insights with those who were just starting-up."

Rebeca and Blue Buddha Boutique continue to have new and exciting opportunities come their way. Currently Rebeca is working on an instructional book which she hopes will be published in early 2011.