

## **The Snap Gals: What it takes to run a business**

By: Rubyclare Moore

Owning a small business can be a dreamy idea. Many people will start a hobby and think, “I could make something out of this.” Some will discard that idea as more dream than reality; others will pick it up and run with it.

According to Small Business Administration, there are 30.2 million small businesses in the United States. A helpful way to understand how to start a small business is to talk to people who already have one of their own. Listening to stories from others is an important part of being successful. They can show the ins and outs that are hard to figure out on one’s own.

### **The start and growth of the Snap Gals**

Ella Givens is a fashion merchandising major at the University of North Texas. She is also the co-creator of online business *The Snap Gals*. The girls sell current trends in fashion and accessories. It started when Givens and her business partner and friend, Ally Jacobs, created an Instagram account that eventually morphed into a small business. Givens has been interested in social media for years and was encouraged by friends and family to do something with her interest and natural talent.

“I had a knack for it, and it was something that I enjoyed doing,” says Givens with a smile.

Her room is filled with natural light, and the walls are plastered with past Vogue covers. Givens explained that starting a business from an Instagram account is an easy way to find a following; however, there are naturally challenges.

The Snap Gals’ first sale ended up costing them more money than they made. This was due to issues with the website linking directly to their wholesaler rather than their collection of

accessories. This proved to be more of a learning experience than a defeat. They were able to correct the issue, and the site is running smoothly.

### **The importance of dividing responsibilities with a partner**

Working with a business partner can reduce the responsibility of having to do everything by yourself. It is easy to get swept up in the excitement of being a small business owner; there are plenty of perks. However, some downfalls lurk behind the glamor. Givens found the best strategy is to divide out the work between partners. Shared responsibility for the business allows her and Jacobs to play to their strengths.

“I think that social media is the hardest because you can get burnt out quickly,” Givens says as she rolls her eyes.

She stresses how important it is to split social media time between both partners. Social media can be great for a business, but it can also wear a person out.

### **The effects of COVID-19 and the Snap Gals future**

COVID-19 has put a strain on many small businesses. Guidant Financial shows that many business owners were nervous about expanding during all of the uncertainty. The online presence that Snap Gals created before COVID-19 has helped it through this difficult time.

The recent influx of online shoppers was just the push Snap Gals needed. At the beginning of the lockdown, Snap Gals' following grew tremendously. Givens isn't sure if it is because of the boredom people had from being at home constantly, or if it was because of the recent trend of people shopping for small businesses over major corporations. Either way, she is delighted by the new attention the business is receiving.

As of February, Snap Gals has started the first of many expansions. It introduced the sideline Nap Gals, which sells pajama sets. The decision process was long, but ultimately Givens

is very happy about it. The pajamas are made in an eco-friendly, all-woman-owned company in San Francisco.

“It just felt better and felt like a good ethical decision,” Givens exclaims joyfully.

Currently, the plan for Snap Gals’ future is to find ways to expand the brand into more clothing items.

### **The Snap Gals tips for other small businesses**

Finding a starting point for a small business is hard. It starts with a passion and interest, which helped Snap Gals get its start. It also requires research and skills. Gaining tips from already established businesses can help grow a new one. Givens says that networking in the small business community is valuable, and she enjoys learning from and sharing with other business owners. Passion is also required.

**“I just love fashion, and I want to participate in any way that I can,”** Givens declares. “I’ve taken both design and business class; all I want to do is try to understand and learn about the fashion industry in any way that I can because it’s all I really like.”

Interaction with an audience is another crucial part of running a business. Givens says that social media is a key factor. If a small business stops posting on social media, then its following may lose interest. She says it is better to post constantly to keep the engagement going than to allow them to forget about it.

Givens picked up her dream and ran with it. There may be ups and downs; however, she hasn’t regretted the business she started.

“It’s helped me discover things I do and don’t want to do,” Givens says.

Asking for help is always more helpful, than harmful. Small businesses are not an easy task, but there are many resources and people who are willing to help others start this journey.

## Citations

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**Key terms:** Small business tips, woman-owned small business, all-woman-owned, Snap Gals, online small business and starting a small business

**Tweet:** Ella Givens shares the heartwarming story of how she started her business, The Snap Gals. #SmallBusiness



**Two places that may take the story:**

The NT Daily- Givens is a UNT student who is a part of the Fashion Merchandising department. She co-created a small business called Snap Gals that sells accessories and pajama sets. This story would interest women looking to start their businesses. Students looking to support a small business would also be interested in this story.

HerCampusUNT- This story would interest readers because Givens is a female entrepreneur and UNT student. She has co-created her own small business that sells accessories and pajama sets. This story would be interesting to female students looking to start a business of their own. Students looking to support small businesses would also find this story interesting.