

Emerging Business: Osage Hardware

Osage Hardware is a smalltown Hardware store and Garden Center, owned by Colton and Danielle Hallgren. They bought this business in 2018 because they wanted to own their own business and continue to provide a needed service to their community. Since then they have also provided additional services and products to homeowners, contractors, business owners, property managers, and many others in Osage City and the surrounding area.

The Hallgrens pride themselves in owning a business in Osage City that is centered on their community and provides phenomenal customer service, creating a place where customers are comfortable whether it is a routine purchase or that tricky do-it-yourself repair that requires some expert advice.

They also provide products and services that were previously unobtainable in Osage City. “We offer a wide range of products and services that you can’t find anywhere else,” said Colton and Danielle Hallgren. For instance, they used their space wisely and started offering more fishing gear, and in the spring, a variety of bedding plants populate the premises.

During the buying process, the Hallgrens faced a few challenges, leading them to reach out to the Kansas SBDC at Emporia State University for assistance.

The biggest obstacles were the same ones many small businesses face when trying to buy a business; developing a business plan, purchasing a building and inventory, preparing financial projections, setting goals for the growth of the business, and understanding the process of the business transition.

To help with these areas, they contacted the Kansas SBDC at ESU and worked with SBDC advisor Lisa Brumbaugh. The SBDC assisted the Hallgrens in the purchase of their store, preparing a business plan, understanding the financial side of the existing store, and generating their own financial projections, so they were prepared to take over once the purchase was completed. After Osage Hardware opened with its new owners, ESU SBDC Advisor, Tom Byler, added his assistance as both advisors continued to help with marketing, accounting, QuickBooks, and other financial assistance opportunities to help the Hallgrens through the Covid-19 pandemic.

The help from the Kansas SBDC is long lasting and can be used even after the beginning stages of a small business. “We have been able to use our projections as guidelines for the past two years and our customer base has grown because of our marketing efforts,” said the Hallgrens. “The Kansas SBDC did everything well! They were so helpful, they drove to us if needed, and met later in the evening to accommodate our schedule. We love the Kansas SBDC!”

“Take it one step at a time,” the Hallgrens said. “Always have something to work toward or another concept to master.”

Facebook: @osagehardware - <https://www.facebook.com/osagehardware/>

Instagram: @osagehardware - <https://www.instagram.com/osagehardware/?hl=en>

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The Kansas SBDC at Emporia State University serves the following counties: Butler, Chase, Chautauqua, Coffey, Cowley, Elk, Greenwood, Lyon, Marion, Morris, and Osage. Contact the team at ksbdc@emporia.edu, or call them at (620) 341-5308. Kansas SBDC Advisors: Lisa Brumbaugh & Tom Byler

