

Business HIGHLIGHTS

Business Startup / Expansion

Owner Investment – \$200,000

Jobs Created – 6

Jobs Retained – 4



Investing in the American Dream

Virginia G. Villarreal is a Mexican national from Monclova, Coahuila where she owns a women's boutique. She and her family moved to the United States to pursue the American Dream. One hurdle Virginia had to overcome was her immigration status, which made her unable to work in the U.S. or own her own business. This hurdle did not stop Virginia from pursuing her dream and due to her outgoing nature and membership with the local Chamber of Commerce, it led to a referral to the Rio Grande College SBDC.

During her first meeting at the SBDC, Senior Business Advisor Cynthia Gomez recommended that Virginia contact an immigration attorney about the necessary visas.

"The SBDC was the most important support tool in making my dream come true. They gave me the confidence and motivation I needed to open a successful business."

- VIRGINIA VILLARREAL, OWNER

The process was very detailed and Virginia had to fulfill many requirements from her attorney to move the visa application forward. Virginia and Cynthia worked tirelessly to prepare a quality business plan along with other documents to fulfill the visa application requirements. With dedication and hard work, Virginia's investor visa was approved and

she was able to move forward with opening her business.

The business idea was successfully launched and La Boutique opened its doors to huge local revues. Virginia continued her long-term relationship with her SBDC advisor and received assistance with market research, business operations, licenses and permits, and human resources. She has expanded her product line and invested additional monies in La Boutique allowing for a larger selection to its customer base. Her past experience in boutiques in Mexico has led to great success in Eagle Pass. La Boutique has become one of most recognized high-end boutiques in the region and continued success and growth is anticipated.