



Success News

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RELEASE DATE: IMMEDIATE RELEASE
Release Number: #06-77 SS

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TEXAS DIAMOND AND JEWELRY Jewelry, a Personal Product

San Antonio, TX – Roger and Marcia Miller, owners of Texas Diamond and Jewelry, have been in business for over 15 years. They started as a wholesale business and gradually went into retail.

Prior to moving to their new location, they had an established business at Loop 410 and Fredericksburg Road. They very quickly realized they would have to move as the construction that was taking place in that area and had Fredericksburg Road closed, was hurting their business. In order to accomplish their move, they sought assistance from Cynthia Arnold, a South West Texas Region-SBDC counselor who provided them with the guidance and assistance to update their business plan. With this in hand, Roger and Marcia applied for an SBA guaranteed loan through their lender and were approved. Their fear when applying – their sales, which had been growing over the years of having established their business, were now decreasing. They attribute their move to their lender's knowledge and understanding and SBA's willingness to assist a viable businesses in an adverse situation.

The jewelry business is very competitive, but Roger and Marcia have maintained most of their existing client base and nurtured new clients. They attribute this to "Excellent customer service and good products a good prices" states Marcia Miller. As an independent, family-owned small business, they take

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great pride in distinguishing themselves from franchised retail outlets. They have 4 full-time employees who are all trained and educated in the jewelry / diamond industry. All of the employees have received gemological instruction and are certified under GIA (Gemological Instruction of America). Their certificates are proudly displayed in the jewelry store. In addition to excellent customer service, they also provide professional guidance in selecting gems, watch and engraving services, design and stone setting, and polishing.

Roger and Marcia Miller have made many personal sacrifices to succeed. They are at their store every day and are hands-on owners who provide one-on-one personal service to customers. Roger is the "jeweler" and Marcia is the "business administrator," supporting each other's strengths. Both are faith-driven and service-giving individuals. They sponsor the Miss Helotes Scholarship and design and donate the ring to the winner, are also involved in the Miss Teens pageant and provide Miss Teen with her pendant, and often donate jewelry for such causes as funding Alzheimer research and the 4-H local clubs.

"Jewelry is a very personal product...we love working with people as they get engaged and then seeing those same people celebrate the births of children and come in to purchase gifts for those occasions" states Marcia Miller.

Texas Diamond and Jewelry is now located in a bigger leased space and fast-growing area of San Antonio and are located at 11631 Bandera Rd, San Antonio, TX.

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