



Rea Gold Boutique

Rea Gold Boutique is an online clothing store that was established September 11, 2009 in Cedar Falls, Iowa by Zanetta, Sheleita and Sheleice Miller, all of Gary, Indiana. Rea Gold Boutique sells shirts, dresses, purses, shoes and pants/jeans to women ages 25-35 years and soon hopes to expand its market to 25-35 year old men as well. Within the next few years, Rea Gold Boutique hopes to become an online powerhouse among other online clothing boutiques. Rea Gold's ability to guarantee their customers the quality and precise fit of clothing in their clothing store will allow them to have a competitive edge in the online retail world.

Rea Gold's website showcases three categories of clothing options: *Business Professional* (which will suit the workplace), *After Five* and *Everyday Wear* (clothing/accessories that can be worn to the grocery store or out for an evening with friends). Rea Gold will also have a *Gold Corner* page on their website, which will allow customers to see a wide selection of gold clothing, purses, shoes and jewelry. Rea Gold's website's ability to show every outfit in alternate attire combinations and provide customers with coordinating accessories such as purses and jewelry will put them at a competitive edge over competing online boutiques.

Zanetta L. Miller

Zanetta Miller is currently pursuing her Master's Degree at the University of Northern Iowa while student teaching. Zanetta has a passion for fashion and her four year old daughter, Zaniya. In her spare time, she enjoys spending time with family, going to church and keeping up to date with the latest trends of fashion. Her future endeavors include opening up a broadcast company with her mother in Georgia. Her personal motto is "Life is what you make of it".

Sheleita Ruth L. Miller

Sheleita is a double major in economics and accounting. She has a twin sister, Sheleice. Her passion is to help people and she loves spending time with family/friends, going to church, playing basketball and volunteering. Her personal motto is "I am my brother's keeper".

Sheleice W. Miller

Sheleice Miller is in her last semester of her undergrad career. She is currently majoring in criminal justice with a minor in psychology at the University of Upper Iowa. Sheleice has a twin sister Sheleita. In her spare time, she enjoys spending time with family, going to church, watching first 48 and traveling. Her personal motto is "Treat others as you want to be treated".